



**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL  
GRANT APPLICATION FORM AND INSTRUCTIONS**

For consideration by the Duval County Tourist Development Council, please make sure your application is filled out completely and accompanied by the following information:

- Articles of Incorporation (except government entities);
- IRS Form W-9**
- IRS letter of **non-profit tax-exempt status** (Public Charity Status) and as required copy of **current**
  - **IRS Form 990**
  - **State of Florida Certificate of Solicitation of Contributions**  
(Registration Requirement of Chapter 496.405, *Florida Statutes*);
- TDC Post-Event Report (Attachment B for previous TDC grantees only);
- Written authorization for AUTHORIZED AGENT to act on behalf of Applicant;
- Organizational outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);
- Sponsorship package for event;
- Complete project event budget including revenue and expenses;
- Complete Marketing and/or Advertising Plan **PRELIMINARY MARKETING STRATEGY INCLUDED.**
- Three support documents (letter of recommendation, programs, brochures, media articles, etc.); and
- All written agreements involving media, hotels/motels and venue contracts/leases.

Please submit your application in a format using dividers or tabs for the items outlined above along with this form. When completed, please be sure to mail fifteen (15) fully completed Application Form Packets (one (1) signed original, fourteen (14) copies, and one (1) **ELECTRONIC SUBMISSION COPY** with **attachments** along with all items on the checklist to:

**Annette R. Hastings**  
**Executive Director**  
**Tourist Development Council**  
**117 W. Duval St., Suite 425**  
**Jacksonville, FL 32202**  
**(904) 630-7625**  
[annetteh@coj.net](mailto:annetteh@coj.net)

**INCOMPLETE APPLICATIONS WILL BE RETURNED**

## TDC GRANT GUIDELINES & PROCEDURES

**ATTENTION:** Pending legislation (see below) may amend criteria and requirements for TDC Grants. Applicants are advised to be mindful of pending changes.

2018-0472 ORD-MC Amend Chapt 70 (Duval County Tourist Dev Council), Sec 70.104 (Powers and Duties), and 70.105 (Administration of Tourist Development Plan, Ord Code; Amend Chapt 666 (Duval County Tourist Dev Plan), Section 666.108 (Tourist Dev Plan), Ord Code; Amend Tourist Dev Council Grant Guidelines; Provide for Codification Instructions. (Hodge) (Introduced by CP Bowman at Request of Duval County TDC) Public Hearing Pursuant Chapt 166, F.S. & CR 3.601 - 8/14/18

**Special Event Grants.** Chapter 666.108(b)(5) of the Ordinance Code component shall authorize the Tourist Council to award special event grants to organizations or persons hosting an event in the City or surrounding areas. Any event funded under this component shall have as one of its primary purposes the attraction of tourists to the City as evidenced by the promotion of such event to tourists.

- This component shall be limited to the following grants:
  - **Grant awards for attendance of 25,000 tourists or 10,000 room nights or greater.** The Tourist Council may award grants for special events designed to attract a minimum of 25,000 tourists to the City which grant award may not exceed \$250,000 for any such event.
  - **Grant awards for attendance of 5,000 tourists or greater for events held at publicly owned venues.** The Tourist Council may award grants for special events designed to attract a minimum of 5,000 tourists to the City using publicly owned tourist venues such as the arena, performing arts center, or stadium or at the zoo or eligible museums. Such grant awards may not exceed \$100,000 per event.
- Florida Statute 125.104 "Tourist" means a person who participates in trade or recreation activities outside the county of his or her permanent residence or who rents or leases transient accommodations.

The following are requirements to be provided by the grant recipients:

- Evidence of growth or increase in tourism to the City
- Evidence of a return on the City's investment
- Evidence of the marketing of City tourist-oriented facilities, attractions, activities

**ANY USE OF THE TOURIST DEVELOPMENT TAX DOLLARS MUST HAVE THE PROMOTION AND ADVERTISEMENT OF TOURISM AS ITS PRILMARY PURPOSE**

The City of Jacksonville Municipal Code prohibits the advance of City funds in Section 110.112. No advance of City funds shall be made in any case unless authorized by the appropriation concerned or other law. In all cases of contracts for the performance of any service or the delivery of any articles of any description for the use of the City, payment shall not exceed the value of the service rendered or of the articles delivered previously to the payment.

<b>Section 1 PRELIMINARY INFORMATION</b>	
Authorized Agent Name	Jared Rice
Authorized Agent Title	Executive Director
Contact Person Name	Jared Rice
Contact Person Title	Executive Director
Company/Organization	THE PLAYERS Championship
Address	112 PGA TOUR Blvd
City	Ponte Vedra Beach
State	Florida
Zip Code	32082
E-mail Address	jaredrice@pgatourhq.com
Work Phone	904-273-3453
Home Phone/Cell Phone	904-735-0673
<b>Event Website</b>	www.THEPLAYERS.com

<b>Section 2 EVENT INFORMATION</b>	
Event/Project Name	THE PLAYERS Regional Tourism Cooperative
Event/Project Location <b>Is it a Public Owned Venue?</b>	TPC Sawgrass <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Sponsoring Organization/Name	THE PLAYERS Championship

Event/Project Description	Maximize opportunities between THE PLAYERS Championship and Regional Tourism Industry to generate room nights, ticket sales, golf rounds and other tourist activities during THE PLAYERS week.
Event Date Begins (MM/DD/YY)	March 12, 2019
Event Date Ends (MM/DD/YY)	March 17, 2019
Is this a non-profit organization?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Tax Code Status	501 (c) 6
Is this organization tax exempt?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
What is your Federal ID# as it appears on Form W-9?	59-0999206
If your delegates are exempt from paying hotel occupancy tax, please explain.	N/A
<b>Category</b> (please check one)  <b>New Event</b>  <b>Recurring Event</b>  <b>Signature Event (TDC Approved)</b>	<input type="checkbox"/> Convention <input type="checkbox"/> Conference <input type="checkbox"/> Special Event <input type="checkbox"/> Festival <input type="checkbox"/> Other  <input checked="" type="checkbox"/> Professional Sporting Event <input type="checkbox"/> Amateur Sports Event <input type="checkbox"/> Equestrian Center Event  <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO  <input checked="" type="checkbox"/> YES    Number of Years 45 <input type="checkbox"/> NO  <input checked="" type="checkbox"/> YES    Number of Years 45 <input type="checkbox"/> NO
<b>Event History</b> Please provide the <b>past five (5) years</b> number of room nights attributable to this convention, conference, or event including: City event held Date/month/year of event Hotel(s) Number of room nights for each Number of attendance of tourist	THE PLAYERS Regional Tourism Co-op began its pilot marketing program 7 years ago targeting PLAYERS 2012. The Duval County STR report serves as the measurement tool analyzing PLAYERS week specifically. <b>SEE ATTACHED SUPPORT DOCUMENT</b>
If you have already reserved Duval County hotel rooms, please list hotel(s), number of rooms reserved, total room nights (rooms reserved multiplied by total number of nights), and dates. Also, please <b>attach the contracts</b> from the hotel(s).	N/A  Advertising and Marketing program designed to point traffic to hotels directly to make reservations.

Do contracts include hotel room night rebates? If yes, amount of rebate per room night.	<input type="checkbox"/> YES \$ <input checked="" type="checkbox"/> NO
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<p><b>What is attendance of tourists this event will attract to Duval County?</b></p>	<p>Projected goal is to grow the positive percentage change across all categories on the 2019 STR report.</p>
<p>How many <b>room nights</b> do you <b>guarantee</b> to bring to Duval County?</p>	<p>N/A</p>
<p>How do you intend to provide a valid count of attendance of tourist and/or room nights at this year's event?</p>	<p>March 2019 Duval County STR report for week of 3/12/19. PLAYERS 2019 Ticket Sales.</p>
<p>Total amount of grant funding being requested from the Tourist Development Council for this event</p>	<p>\$ 250,000</p>
<p>Intended Use of Funds <b>NOTE:</b> Please remember to attach itemized expenditures to be funded by this grant. If funding is for advertising, detail the media and/or publication(s) which will be used <b><u>Must be approved by Visit Jacksonville.</u></b></p>	<p>Advertising &amp; Marketing outside the geographic footprint of Northeast Florida to drive incremental room nights.  <b>SEE ATTACHED FOR A PRELIMINARY MARKETING STRATEGY. MEDIA PLAN WILL BE PROVIDED TO VISIT JACKSONVILLE, ONCE COMPLETE, FOR APPROVAL.</b></p>
<p>List <b><u>ALL</u></b> other <b><u>actual</u></b> or <b><u>potential</u></b> <b><u>city/county/state/federal funding sources for this event including:</u></b>  Visit Jacksonville  Visit Florida  Florida Sports Foundation  Jacksonville City Council  Downtown Investment Authority  Jacksonville Office of Economic Development  JEA  JTA  Jacksonville Children's Commission  City of Jacksonville Office of Special Events/Sports&amp; Entertainment ,  City of Jacksonville Parks &amp; Recreation Department,  Jacksonville Cultural Council, etc.). Do not include grant money from Duval County TDC.  <b><u>Failure to disclose other funding sources will result in denying future TDC funding of events.</u></b></p>	<p>St. Augustine, Ponte Vedra &amp; The Beaches VCB   THE PLAYERS will continue conversations with VISIT FLORIDA to discuss additional funding to support out-of-Florida advertising.</p>

<p>List <b>ALL</b> other contributors, sponsors, and sources of funding for this event other than the grant money from Duval County or the City of Jacksonville.</p> <p><b><u>Failure to disclose other funding sources will result in denying future TDC funding of events.</u></b></p>	<p>Florida's Historic Coast (SAPVB VCB)</p>
<p>What additional sources of funding have you sought or intend to seek?</p> <p><b><u>Failure to disclose other funding sources will result in denying future TDC funding of events.</u></b></p>	<p>Visit Florida - THE PLAYERS will continue conversations with VISIT FLORIDA to discuss additional funding to support out-of-Florida advertising.</p>
<p>List <b>ALL</b> past TDC funding (to include each year with amount requested, amount granted, amount spent, and purpose).</p>	<p><b>Duval County TDC Involvement:</b>          \$250,000 was requested and granted by the Duval County TDC for advertising and marketing of THE PLAYERS in 2015 and 2016. \$250,000 was requested for advertising and marketing THE PLAYERS in 2017 and 2018. \$25,000 was repurposed for hospitality at the tournament and \$225,000 was granted for advertising and marketing.</p> <p><b>Visit Jacksonville involvement:</b>          Visit Jacksonville participated at a \$20,000 level in 2012 and \$25,000 in both 2013 and 2014.</p>
<p>List media coverage of previous year(s)' event(s)  <b>NOTE:</b> Attach clippings or copies of newspaper, magazine, or professional periodicals showing coverage of event(s), which may be beneficial to the TDC in making its decision. Also give a description of television, radio, or other coverage received</p>	<p>See the recap document attached for full information on the coverage of the 2018 tournament.</p> <p>THE PLAYERS received a grant from the Duval County TDC to promote the 2018 tournament. The money granted was used towards an advertising and marketing campaign. The grant funds were used to target the followings DMA's outside of Northeast Florida:</p> <ul style="list-style-type: none"> <li>• Atlanta</li> <li>• Charlotte</li> <li>• Miami/Ft. Lauderdale</li> <li>• Orlando</li> <li>• Tampa</li> <li>• Nashville</li> <li>• Philadelphia</li> <li>• Savannah</li> <li>• Washington D.C.</li> <li>• Tallahassee</li> <li>• Boston</li> <li>• Charleston</li> <li>• Columbia</li> <li>• Chicago</li> <li>• Dallas</li> </ul>

	<ul style="list-style-type: none"> <li>• Houston</li> <li>• Ft. Myers / Naples</li> <li>• Toronto</li> </ul> <p>Promotions ran nationally through theSkimm, and in Atlanta and Philadelphia via collaboration with Florida's First Coast of Golf and Visit Florida.</p>
<p><b>If your event is profitable, would you be willing to return all or a portion of the grant to the TDC? Please explain your answer.</b></p>	<p><input type="checkbox"/>Yes <input checked="" type="checkbox"/>No</p> <p>We are a not-for-profit and will exhaust all monies in advertising 2019 PLAYERS travel. Proceeds from the tournament go back to the community through charitable contributions.</p>

<b>Section 3</b> <b>BACKGROUND INFORMATION</b>	
<p>What are your target audiences?</p>	<p>Affluent, educated and influential audience with the propensity to travel for gold and elite global events. Average HH income of \$107,466 ages 35-65+ with 50/50% male female ratio. Target audience geographically will be primarily Eastern US. Emphasis will be placed on markets in the following states and Canada:</p> <ul style="list-style-type: none"> <li>• Florida</li> <li>• Georgia</li> <li>• Illinois</li> <li>• Massachusetts</li> <li>• Pennsylvania</li> <li>• Washington DC</li> <li>• North Carolina</li> <li>• South Carolina</li> <li>• Tennessee</li> <li>• Texas</li> </ul>
<p>What is your projected attendance. (include local participants, out-of-town participants and guests?)</p>	<p>200,000+</p>



<b>Section 4 PROJECT/EVENT DETAILS</b>	
<p>In this space, please give details on your project or event so the Tourist Development Council can evaluate the economic impact on the county. Include in your narrative projected numbers of attendees, hotel rooms needed, and restaurant meals to be consumed.</p>	<p>Approximate attendance in 2018: 200,000+</p> <p>The figures below were derived from a 2007 Economic Impact Study performed by University of Florida.</p> <ul style="list-style-type: none"> <li>• Economic impact: \$151 million</li> </ul> <p><b>See support document attached.</b></p>
<p><b>What are your marketing and advertising plans (local, regional, national, and/or international)?</b> <b><u>Must be approved by Visit Jacksonville</u></b></p>	<p><i>Advertise and market THE PLAYERS in targeted markets outside the 5-county area. <b>Media plan will be presented to Visit Jacksonville for approval once it is complete.</b></i></p> <p><input type="checkbox"/> YES \$ 250,000</p> <p><input checked="" type="checkbox"/> NO - Plan is not yet complete but will be presented to Visit Jacksonville for approval prior to implementing.</p>

<b>Section 5 PROJECT BUDGET RECAP</b>		
Income	\$ 275,000 (not including Visit Florida - THE PLAYERS will continue conversations with VISIT FLORIDA to discuss additional funding to support out-of-Florida advertising).	
Tourist Development Fund Request	\$ 250,000	
TOTAL REQUEST	\$ 250,000	
Contributors, sponsors and other funding sources (include in-kind) <b><u>Failure to disclose other funding will result in denying future TDC funding of events.</u></b>	Florida's Historic Coast	\$25,000
	Visit Florida	\$TBD
		\$
		\$
		\$
		\$
		\$
TOTAL CONTRIBUTOR/SPONSOR FUNDS	\$275,000 (not including Visit Florida - THE PLAYERS will continue conversations with VISIT FLORIDA to discuss additional funding to support out-of-Florida advertising).	
Other income sources (i.e. registration fees, ticket sales, concessions, vendor sales)	<b>Room Night Rebates</b>	\$
		\$
		\$
		\$
		\$
		\$
		\$
TOTAL OTHER INCOME	\$	
<b>TOTAL INCOME</b>	<b>\$</b>	

<b>Section 6 EXPENSES</b>		
Please list <b>ALL</b> event expenses and indicate which items will utilize TDC funds	National & International Marketing, Advertising (TV & Digital) and promotions	\$275,000
		=\$
		=\$
		=\$
<b>TOTAL EXPENSES</b>	<b>\$ 275,000</b>	

Section 7  
CERTIFICATIONS

I have reviewed the GRANT APPLICATION to the Duval County Tourist Development Council. I am in full agreement with the information and certifications contained in this application and its attachments, confirm that such information is true, accurate, and complete, and understand that this application will be rejected, or that the previous acceptance of this application will be withdrawn, should such information or certifications be untrue, incorrect, or incomplete.

**I certify that: I am not liable for any unpaid federal, state, or local taxes; no lien is currently filed or claimed against me; and, I have no knowledge of any threatened or pending action, suit, proceeding, inquiry, or investigation, in equity or law, before or by any court, governmental agency, public board or body to which I am a party.**

I acknowledge my understanding that the Ordinance Code of the City of Jacksonville prohibits the advance payment of City funds and that all awards of the TDC are for purposes of reimbursement and are conditioned upon the submission of documentation, acceptable to the TDC and in keeping with its reimbursement criteria, evidencing the actual payment of all costs and expenses for which reimbursement is sought.

I further acknowledge my understanding that the TDC in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the event for which the grant is awarded. The TDC, unless otherwise specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such event. The TDC is not responsible or liable to any third party; its only obligation is to a successful applicant for grant funds, provided such applicant remains at all times in compliance with all terms of the award.



Signature

JARED RICE

Type/Print Name

VP Sales + MARKETING

Title

9/24/18

Date

ARTICLES OF INCORPORATION  
OF  
TOURNAMENT GOLFERS ASSOCIATION, INC.

approved and received for record by the State Department of Assessments and Taxation  
of Maryland July 2, 1974 at 8:30 o'clock A.M. as in conformity  
with law and ordered recorded.

A 33332

Recorded in Liber 2080, folio 71, one of the Charter Records of the State  
Department of Assessments and Taxation of Maryland.

Bonus tax paid \$ 20.00 Recording fee paid \$ 25.00

To the clerk of the Circuit Court of Montgomery County

IT IS HEREBY CERTIFIED, that the within instrument, together with all indorsements thereon,  
has been received, approved and recorded by the State Department of Assessments and Taxation of  
Maryland.

AS WITNESS my hand and seal of the said Department at Baltimore.



TOURNAMENT GOLFERS ASSOCIATION, INC.

ARTICLES of INCORPORATION

(Under section 4)

FIRST: I, THE UNDERSIGNED, Deane R. Beman whose post office address is No. 6717 Michaels Drive, Bethesda Maryland 20034, being at least eighteen years of age, do hereby declare the following as incorporator with the intention of forming a corporation under and by virtue of the General Laws of the State of Maryland.

SECOND: The name of the corporation (which is hereinafter called the Corporation) is the TOURNAMENT GOLFERS ASSOCIATION, INC.

THIRD: The purposes for which the Corporation is formed are as follows:

1. To promote the common interests of professional tournament golfers.
2. To foster the improvement of business conditions for the professional tournament golfer through representing the professional tournament golfer's interest in the management, direction and financing of the professional golf tournament tour.
3. To promote interest in the vocation of professional golf.
4. To perform the operating functions of the Tournament Players Division of the Professional Golfer's Association.

5. To promote improvements in the conduct of professional golf tournaments, the professional golf tour or tours, and the golf courses and related facilities on which such tournaments are played.

6. To disseminate information and publications to its members and to professional tournament golfers in furtherance of its purposes.

7. To sanction professional golf tournaments, clinics, exhibitions, and other events, and toward that end, to sponsor, co-sponsor, approve, endorse, conduct, manage and administer said tournaments, clinics, exhibitions, and other events.

8. To acquire from all persons participating as contestants in professional golf tournaments and events sanctioned by the Corporation (and from others necessarily involved in such tournaments and events) their television, radio, motion picture and other broadcasting and publication rights; and to hold, sell, use, assign, grant, and dispose of said rights so as to promote the common interests of professional golfers.

9. In furtherance of its corporate purposes, and not to conduct business for profit, to construct, purchase, lease and otherwise acquire, own, manage, mortgage, sell, assign and otherwise dispose of and deal in and with real property and any interest in real property including, but not limited to, golf courses, golf

club houses, golf driving ranges and golf chip and putt courses, and with goods, merchandise and personal property of every character and description.

10. In furtherance of its corporate purposes, and not to conduct business for profit, to produce, exhibit, distribute and sell television, radio, motion picture and other productions.

11. In furtherance of its corporate purposes, and not to conduct business for profit, to produce, copyright, endorse, distribute and sell books, magazines and other written publications; and to conduct schools, demonstrations, clinics, exhibitions and other events concerning the sport of golf.

12. To borrow money and otherwise contract indebtedness, and to issue its notes or other evidences of indebtedness therefor, and to secure the same by mortgage, pledge or deed of trust of or lien upon any and all of its property, rights and franchises then owned or thereafter acquired.

13. To establish, manage or arrange for the management of any insurance pension, retirement, bonus, deferred compensation or similar plan or arrangement for the benefit of its members, its employees and professional tournament golfers or any one or more of the foregoing groups.

14. To assist in the implementation of the "Statement of Principles", dated December 13, 1968 (the "Statement of Principles"), between The Professional Golfers' Association of America, a Florida not-for-profit corporation (the "PGA") and American Professional Golfers, Inc. a Delaware non-profit corporation.

15. The Corporation shall not engage in any business of a kind ordinarily carried on for profit, even though conducted on a co-operative basis, or so as to produce sufficient income only to be self sustaining. No part of the Corporation's net earnings shall inure to the benefit of any shareholder or individual.

16. The Corporation shall have all the powers conferred by law, and all incidental powers necessary to effect any or all of the aforesaid purposes.

FOURTH: The post office address of the principal office of the Corporation in this State is 5101 River Road, Bethesda, Maryland 20016. The name and post office address of the resident agent of the Corporation in this State are Deane R. Beman, 5101 River Road, Bethesda, Maryland 20016. Said resident agent is a citizen of this State and actually resides therein.

FIFTH: The Corporation shall be without capital stock and will not be operated for profit.

SIXTH: The number of directors of the Corporation shall be ten (10), who shall be, from time to time, the individuals who are the regular members of this Corporation and are at the time serving as



members of the Tournament Policy Board of the PGA Tournament Players Division of the PGA. The number of directors may be increased or decreased to conform to the size of the Tournament Policy Board, but shall never be less than three. The names of the directors who shall act until the first annual meeting or until their successors are duly chosen and qualified are:

J. Paul Austin  
P. O. Box 1734  
Atlanta, Georgia

R. William Clarke  
Hillendale Country Club  
Phoenix, Maryland

Lionel Hebert  
301 White Oak Drive  
Lafayette, Louisiana

James Colbert  
9028 West 104th Street  
Overland Park, Kansas

Bernard H. Ridder, Jr.  
55 E. Fourth Street  
St. Paul, Minnesota

Lewis Lapham  
280 Park Avenue  
New York, N. Y.

Don Padgett  
Green Hills Golf &  
Country Club  
Selma, Indiana

Henry C. Poe  
Vanity Fair Golf Club  
Monroeville, Alabama

Bob Dickson  
1710 Fourth Natl. Bk. Bldg.  
Tulsa, Oklahoma

Charles Coody  
105 Hedges Road  
Abilene, Texas

SEVENTH: The following provisions are hereby adopted for the purpose of defining, limiting and regulating the powers of the Corporation and of the directors and members:

1. Membership

A. Regular Members. The regular members of the Corporation shall consist of the individuals at the time serving as members of the Tournament Policy Board (the "Board") of the PGA

Tournament Players Division (the "Division") of the PGA. Upon the death, resignation, removal or expiration of term of any member of the Board, he shall cease to be a member of this Corporation and shall be succeeded as a regular member of this Corporation by his successor on the Board, as selected or elected in accordance with the provisions then governing the death, resignation, removal or election of members of such Board, provided that if the Board is abolished or its composition, authority or organization is revised in any way from that set forth in the Statement of Principles, without the unanimous written consent of the members of such Board, the majority of the members of this Corporation immediately prior to any such change will have the right to continue the existence and operation of this Corporation, to establish such terms of membership and procedures for electing or selecting their successors in membership and to amend this Certificate of Incorporation and the by-laws thereof, all as they in their absolute discretion may determine.

B. Associate Members. The associate members of the Corporation shall consist of the individuals who are, at the time, members of the PGA Tournament Players Division of the PGA.

C. Voting by Members. So long as the regular members and members of the Board of Directors are the members of the Tournament Policy Board and said Board's composition, authority and organization are as set forth in the Statement of Principles (unless

any change in such composition, authority or organization is revised from that set forth in the Statement of Principles with the unanimous written consent of the members of such Board), neither the regular members (as members) nor the associate members shall have any right to vote on any corporate matter; thereafter any voting rights shall be determined as provided in the last sentence of paragraph "A" above.

2. Board of Directors. The activities and affairs of the Corporation shall be managed by its Board of Directors who shall consist of the individuals as provided in Article SIXTH above, and if any director shall cease to be a regular member of the Corporation, he shall cease to be a director of the Corporation and shall be succeeded as a director by his successor as a regular member of the Corporation.

3. Officers. The officers of the Corporation shall consist of a President who shall be the director then serving as Chairman of the Board of Directors, one or more Vice Presidents, a Secretary, a Treasurer and such other officers, agents or employees as the directors may elect or designate. The officers shall be elected at the annual meeting of the directors or at any other meeting of directors as the By-Laws may provide.

4. Indemnification of Directors and Officers. Each director or officer, whether or not then in office, shall be indemnified by the Corporation (directly or by insurance), against all costs and expenses reasonably incurred by or imposed upon him in connection with

or arising out of an action, suit, or proceeding in which he may be involved by reason of his being or having been a director or officer of the Corporation, to the fullest extent as provided in Section 64 of Article 23, Annotated Code of Maryland, 1957, such expenses to include the cost of reasonable settlements (other than amounts paid to the Corporation itself) made with a view to curtailment of costs of litigation. The foregoing right of indemnification shall be in addition to any other rights to which any director or officer may be entitled as a matter of law.

5. By-Laws. The Board of Directors shall have the power to make, alter, amend or rescind By-Laws of the Corporation at any meeting of the Board of Directors by the unanimous affirmative vote of the Board, provided that notice of such meeting states the substance of the proposed By-Law or alteration, amendment or rescission.

6. Amendments. These Articles of Incorporation may be amended at any meeting of the Board of Directors by the unanimous affirmative vote of the Board, providing that notice of the substance of such amendment has been given in the notice of such meeting.

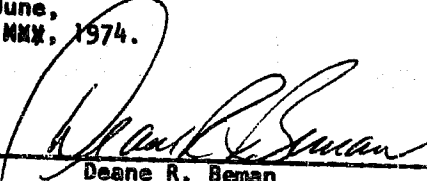
7. Dissolution. In the event of any dissolution of the Corporation any assets remaining after payment of all debts shall be distributable, as determined by the Board of Directors, to one or more organizations whose purposes are to promote the common interests of professional tournament golfers, and which are exempt from Federal income tax under Section 501(c)(6) of the Internal Revenue Code, and

OF THE CORPORATION TO THE EXTENT OF ASSETS OF SAID CORPORATION OR OF  
INVOLVED BY LOSS OF THE RIGHT OF SAID PERSON TO HOLD OFFICE

If no such organization exists, or if no such organization is determined by the Board of Directors to be an appropriate recipient of the Corporation's remaining assets, said assets shall be distributable, as determined to the Board of Directors, to an organization or organizations, exempt from Federal income tax, which promotes the interest of professional golfers or the game of golf.

EIGHTH: The duration of the Corporation shall be perpetual.

IN WITNESS WHEREOF, I have signed these Articles of  
June,  
Incorporation on this 20th day of ~~MMX~~, 1974.

  
Deane R. Beman

STATE OF MARYLAND,

COUNTY of MONTGOMERY, ss:

I HEREBY CERTIFY that on ~~May~~ <sup>June</sup> 20, 1974, before me, the subscriber, a notary public of the State of Maryland in and for the County of Montgomery personally appeared Deane R. Beman, and acknowledged the foregoing Articles of Incorporation to be his act.

WITNESS my hand and notarial seal, the day and year last above written.



*Harold S. Cole*  
Notary Public

*Comm. Expires July 1, 1974*

ARTICLES OF MERGER

MERGING

PGA TOURNAMENT PLAYERS CORPORATION (DEL. CORP.)

INTO

TOURNAMENT GOLFERS ASSOCIATION, INC. (MD. CORP.)-SURVIVOR

changing its name to:

TOURNAMENT PLAYERS ASSOCIATION, INC.

approved and received for record by the State Department of Assessments and Taxation  
of Maryland December 30, 1974 at 9:30 o'clock A.M. as in conformity  
with law and ordered recorded.

A 37547

14

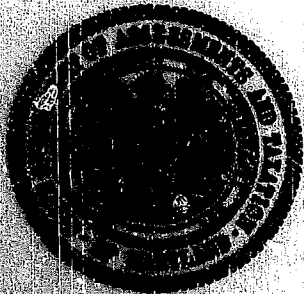
Recorded in Liber 2138, folio 148, one of the Charter Records of the State  
Department of Assessments and Taxation of Maryland.

Bonus tax paid \$----- Recording fee paid \$21.00

To the clerk of the Circuit Court of Montgomery County

IT IS HEREBY CERTIFIED, that the within instrument, together with all indorsements thereon,  
has been received, approved and recorded by the State Department of Assessments and Taxation of  
Maryland.

AS WITNESS my hand and seal of the said Department at Baltimore.



PLAN AND AGREEMENT OF MERGER

Plan and Agreement of Merger (hereinafter called "this agreement") dated as of the thirtieth day of December, 1974 by and between TOURNAMENT GOLFERS ASSOCIATION, INC., a Maryland non-stock corporation (hereinafter sometimes referred to as the surviving corporation) and PGA TOURNAMENT PLAYERS CORPORATION, a Delaware non-stock corporation (hereinafter sometimes referred to as the merging corporation).

**WITNESSETH:**

WHEREAS, TOURNAMENT GOLFERS ASSOCIATION, INC. is a corporation duly organized and existing as a non-stock membership corporation under the laws of the State of Maryland, having been incorporated on the Second day of July, 1974 under general law, under the name TOURNAMENT GOLFERS ASSOCIATION, INC. and PGA TOURNAMENT PLAYERS CORPORATION is a non-stock corporation duly organized and existing under the laws of the State of Delaware, having been incorporated on the Fourteenth day of March, 1969, under general law, under the name stated above; and

WHEREAS, The Board of Directors of both PGA TOURNAMENT PLAYERS CORPORATION and TOURNAMENT GOLFERS ASSOCIATION, INC. deem it advisable for the general welfare of their respective corporations and their respective members that they merge into a single corporation pursuant to this agreement, and that they respectively desire to so merge pursuant to this agreement and pursuant to the applicable provisions of the laws of the State of Maryland and the State of Delaware;



NOW, THEREFORE, In consideration of the premises of the mutual agreements herein contained, PGA TOURNAMENT PLAYERS CORPORATION and TOURNAMENT GOLFERS ASSOCIATION, INC. hereby agree, in accordance with the applicable provisions of the law of the State of Maryland and the State of Delaware, that the merging corporation shall be merged into the surviving corporation, which is not a new corporation and which shall continue its corporate existence and shall be the corporation surviving the merger, that the parties covenant to observe, keep and perform the terms and conditions of the merger hereby agreed upon (hereinafter sometimes referred to as the "Merger") and that the mode of carrying the same into effect are and shall be as hereinafter set forth:

#### ARTICLE I

##### EFFECTIVE TIME OF THE MERGER

At the effective time of the Merger, the separate existence of the merging corporation shall cease and it shall be merged into the surviving corporation. Consummation of this agreement shall be effective after satisfaction of the respective requirements of the applicable laws of ARTICLE 23 Section 65 et. seq. of the Annotated Code of Maryland and Title 8-Chapter 1, Subchapter IX of the Delaware Code 1953 as amended.

#### ARTICLE II

##### GOVERNING LAW, ARTICLES OF INCORPORATION

The laws which are to govern the surviving corporation are the laws of the State of Maryland. The Articles of Incorporation of the surviving corporation, as herein amended, shall, at the effective time of the merger, and as so amended,

3.

remain in effect thereafter until the same shall be further amended or altered in accordance with the provisions thereof. The merging corporation is qualified to do business in the State of Delaware as a domestic corporation and in the States of New York and Maryland as a foreign corporation, having qualified to do business in Maryland on April 17, 1974.

#### ARTICLE III

##### NAME OF SURVIVING CORPORATION

The name of the surviving corporation shall be "TOURNAMENT PLAYERS ASSOCIATION, INC." and ARTICLE SECOND of the Articles of Incorporation of the surviving corporation shall be amended in the Articles of Merger to read as follows: "SECOND The name of the corporation (which is hereinafter called the Corporation) is the TOURNAMENT PLAYERS ASSOCIATION, INC."

#### ARTICLE IV

##### PRINCIPAL OFFICE AND REGISTERED AGENT OF SURVIVING CORPORATION

The principal office of the surviving corporation in the State of Maryland shall be located at 5101 River Road, Bethesda, County of Montgomery, and State of Maryland, and the name and address of its resident agent is DEANE R. BEMAN, 5101 River Road, Bethesda, County of Montgomery and State of Maryland. Said surviving corporation hereby agrees that it may be served with process in the State of Delaware and the State of New York in any proceeding for the enforcement of any obligation of the merging corporation. Said surviving corporation hereby makes an irrevocable appointment of the Secretary of State of Delaware as its agent to accept service of process in any such proceeding within the State of Delaware and hereby makes an irrevocable appointment of the Secretary

of State of the State of New York as its agent to accept service of process in any such proceeding within the State of New York. The post office address to which the Secretary of State of Delaware may mail a copy of any process against the corporation which may be served on him is 5101 River Road, Bethesda, Maryland 20016. The post office address to which the Secretary of State of New York may mail a copy of any process against the corporation which may be served on him is 5101 River Road, Bethesda, Maryland 20016.

#### ARTICLE V

##### OBJECTS OF SURVIVING CORPORATION

The nature of the objects or purposes to be transacted, promoted or carried on by the surviving corporation are the purposes for which the surviving corporation was formed as set forth in said corporation's Articles of Incorporation.

#### ARTICLE VI

##### DURATION OF SURVIVING CORPORATION

The surviving corporation is to have a perpetual duration.

#### ARTICLE VII

##### BY-LAWS

The By-Laws of the surviving corporation, at the effective time of the merger, shall be the by-laws of the surviving corporation until the same shall be altered or amended in accordance with the provisions thereof.

**ARTICLE VIII****DIRECTORS**

The number of directors of the surviving corporation shall be ten (10), who shall be, from time to time, the individuals who are the regular members of the surviving corporation and who are at the time serving as members of the TOURNAMENT POLICY BOARD of the PGA TOURNAMENT PLAYERS DIVISION of the PGA. The number of directors may be increased or decreased to conform to the size of the TOURNAMENT POLICY BOARD, but shall never be less than three. The Board of Directors of the surviving corporation, in addition to the powers vested in it by the laws of the State of Maryland, shall possess all powers possessed by the Board of Directors of the surviving corporation under its Articles of Incorporation, as herein and hereafter amended.

**ARTICLE IX****CONVERSION OF MEMBERSHIPS**

The mode of carrying into effect the merger provided in this agreement, and the manner and basis of converting the membership interests of the merging corporation into the membership interests of the surviving corporation is as follows:

The membership interests of the merging corporation and of the surviving corporation are held by the same individuals, namely the members (from time to time) of the TOURNAMENT POLICY BOARD of the PGA TOURNAMENT PLAYERS DIVISION of the PGA. After this merger, said

persons shall be members only of the surviving corporation in accordance with its Articles of Incorporation and By-Laws.

#### ARTICLE X

##### EFFECT OF THE MERGER

At the effective time of the merger, the surviving corporation shall succeed to, without other transfer, and shall possess and enjoy, all the rights, privileges, immunities, powers and franchises both of a public and a private nature, and be subject to all the restrictions, disabilities and duties of the merging corporation, and all the rights, privileges, immunities, powers and franchises of the merging corporation and all property, real, personal and mixed, and all debts due to the merging corporation on whatever account, shall be vested in the surviving corporation, and all property, rights, privileges, immunities, powers and franchises, and all and every other interest shall be thereafter as effectually the property of the surviving corporation as they were of the merging corporation, and the title to any real estate vested by deed or otherwise in the merging corporation shall not revert or be in any way impaired by reason of the merger; provided, however, that all rights of creditors and all liens upon any property of the merging corporation shall be preserved unimpaired, limited in lien to the property affected by such liens as the effective time of the merger, and all debts, liabilities and duties of the merging corporation, shall thenceforth attach of the surviving corporation and may be enforced against it to the same extent as if said debts, liabilities and duties had been incurred or contracted by the surviving corporation.

## ARTICLE XI

## ACCOUNTING MATTERS

The assets and liabilities of the merging corporation, at the effective time of the merger, shall be taken up on the books of the surviving corporation at the amounts at which they shall be carried at that time on the books of the merging corporation. The amount of capital of the merging corporation shall be taken up on the books of the surviving corporation at the amount at which it shall be carried at the time of the merger on the books of the merging corporation. The amount of surplus of the merging corporation shall be taken up on the books of the surviving corporation at the amount at which it shall be carried at the time of the merger on the books of the merging corporation.

## ARTICLE XII

## APPROVAL OF DIRECTORS,

## FILING OF CERTIFICATE OF MERGER

This agreement shall be submitted to the Board of Directors of the merging corporation and the surviving corporation as provided by law and their respective Articles of Certificates of Incorporation at meetings which shall be held on or after October 27, 1974 or such later date as the Board of Directors of the surviving corporation and merging corporation shall mutually approve. Since all members of the surviving corporation and the merging corporation entitled to vote are members of the Board of Directors of the respective corporations, no separate vote of the members is necessary. This agreement shall take effect and be deemed and taken to be the agreement and act of merger of the surviving corporation and the merging corporation upon adoption thereof by the votes of more than two-thirds (2/3)

of the Board of Directors of the respective corporations and upon the doing of such other acts and things as shall be required by the applicable provisions of law of each jurisdiction involved herewith. After such adoption and approval, and subject to the conditions contained in this agreement, and subject to the approval of the State Corporate Commissions of each of the two jurisdictions involved herewith, the Maryland State Department of Assessments and Taxation shall prepare a certificate of merger, giving the names of the parties to the articles, the name and location of the principal office or place of business of the surviving corporation and the time of the acceptance of the articles for record by said Maryland State Department of Assessments and Taxation.

#### ARTICLE XIII

##### LAND RECORDS

Neither the merging corporation nor the surviving corporation owns property in any county of the State of Maryland, State of Delaware or State of New York the title to which could be affected by the recording of an instrument among the land records.

#### ARTICLE XIV

##### PRINCIPAL OFFICE

The principal office of the surviving corporation is located in Montgomery County, Maryland. The principal office of the merging corporation is located in Montgomery County, Maryland.

## ARTICLE XV

## TERMINATION AND ABANDONMENT

Anything herein or elsewhere to the contrary notwithstanding, this agreement may be terminated and abandoned at any time before the effective time of the merger, whether before or after adoption or approval of this agreement by the Board of Directors of the surviving corporation or the merging corporation, under any one or more of the following circumstances:

1. By the mutual consent of the Board of Directors of the surviving corporation and the merging corporation; or
2. By either the surviving corporation or the merging corporation if any action or proceeding before any court or other governmental body or agency shall have been instituted or threatened to restrain or prohibit the merger and such corporation deems it inadvisable to proceed with the merger. Upon any such termination and abandonment, neither corporation shall have any liability or obligation hereunder to any other party hereof.

## ARTICLE XVI

## GENERAL

The headings in this agreement shall not affect in any way its meaning or interpretation. This agreement may be executed simultaneously in two or more counterparts, each of which shall be deemed as original, but all of which together shall constitute one and the same instrument.



**ARTICLE XVII**

**AMENDMENTS**

Any of the terms and conditions of this agreement may be modified or waived at any time before the effective time of the merger by either the surviving corporation or the merging corporation upon the authority of the Board of Directors of such party, provided that any such modification or waiver shall, in the judgment of the corporation not making such amendment, not affect substantially or materially and adversely the benefits to such corporation intended under this agreement. Any such modification or waiver must be consented to in writing by the Board of Directors of each corporation.

**ARTICLE XVIII**

**EFFECTIVE DATE**

The effective date of this merger as it relates to the surviving corporation shall be the date when the Articles of Merger and this Agreement have been accepted for record by the Maryland State Department of Assessments and Taxation and shall be as to the merging corporation upon the issuance of the certificate of merger by the Delaware Secretary of State.

IN WITNESS WHEREOF, The corporations parties to the merger have caused this Plan and Agreement of Merger to be signed in their respective corporate names and on their behalf by their respective presidents, and their corporate seals to be hereunto affixed and attested by their respective Secretaries

11.

or Assistant Secretaries, and each officer signing this document acknowledges it to be the corporate act of his respective corporation and that, to the best of his knowledge, information and belief all matters and facts set forth herein are true in all material respects, all as of the 30th day of December, 1974.

ATTEST:

TOURNAMENT GOLFERS ASSOCIATION, INC.

  
Secretary

By

  
President

ATTEST:

PGA TOURNAMENT PLAYERS CORPORATION

  
Secretary

By

  
President

CERTIFIED BOARD RESOLUTION

I, HUGH R. OLIVER, Executive Director of Tournament Golfers Association, Inc. hereby certify that I was the Secretary of a Board of Directors' Meeting of the Corporation held on October 29, 1974 and that the following Resolution was passed unanimously at that meeting.

WHEREAS, The Board of Directors considers it to be in the best interests of the corporation that the corporation merge with PGA TOURNAMENT PLAYERS DIVISION CORPORATION, a Delaware non-stock corporation pursuant to the Plan of Merger which has been submitted to the meeting, It is hereby

RESOLVED, That the terms and conditions of the Plan of Merger submitted to this meeting are approved, and that this corporation merge pursuant to the terms of such Agreement; and

FURTHER RESOLVED, That the President and other appropriate officers of the corporation are hereby authorized and directed to take such steps and to do such things necessary to effectuate and consummate the Plan of Merger as may be prescribed by law, including, but not limited to, filing the necessary documents with the appropriate state officials and with the Internal Revenue Service.

IN WITNESS WHEREOF, I have signed this Certified Board Resolution this 27th day of December, 1974.

  
HUGH R. OLIVER

STATE OF MARYLAND,  
COUNTY OF Montgomery, ss:

I HEREBY CERTIFY that on December 27, 1974, before me, the subscriber, a notary public of the State of Maryland in and for the county aforesaid personally appeared HUGH R. OLIVER, and acknowledged the foregoing Certified Board Resolution to be his act.

WITNESS my hand and notarial seal, the day and year last above written.

  
  
Notary Public

My Commission Expires: July 1, 1978

CERTIFIED BOARD RESOLUTION

I, HUGH R. OLIVER, Executive Director of PGA Tournament Players Division Corporation hereby certify that I was the Secretary of a Board of Directors' Meeting of the Corporation held on October 29, 1974 and that the following Resolution was passed unanimously at that meeting.

WHEREAS, The Board of Directors considers it to be in the best interests of the corporation that the corporation merge into TOURNAMENT GOLFERS ASSOCIATION, INC., a Maryland non-stock corporation pursuant to the Plan of Merger which has been submitted to the meeting, it is hereby

RESOLVED, That the terms and conditions of the Plan of Merger submitted to this meeting are approved, and that this corporation merge pursuant to the terms of such Agreement; and

FURTHER RESOLVED, That the President and other appropriate officers of the corporation are hereby authorized and directed to take such steps and to do such things necessary to effectuate and consummate the Plan of Merger as may be prescribed by law, including, but not limited to, filing the necessary documents with the appropriate state officials and with the Internal Revenue Service.

IN WITNESS WHEREOF, I have signed this Certified Board Resolution this 27th day of December, 1974.

  
HUGH R. OLIVER

STATE OF MARYLAND  
COUNTY OF Montgomery, ss:

I HEREBY CERTIFY that on December 27, 1974, before me, the subscriber, a notary public of the State of Maryland in and for the county aforesaid personally appeared HUGH R. OLIVER, and acknowledged the foregoing Certified Board Resolution to be his act.

WITNESS my hand and notarial seal, the day and year last above written.

  
  
Notary Public

My Commission Expires: July 1, 1978

NOTICE OF CHANGE OF RESIDENT AGENT &  
AGENT'S ADDRESS

OF

TOURNAMENT PLAYERS ASSOCIATION, INC.

received for record June 26, 1979

, at 8:30 A. M.

and recorded on Film No. *2448*

Frame No. *00836* one of

the charter records of the State Department of Assessments and Taxation of Maryland.

To the clerk of the Circuit

court of Montgomery County

AA N<sup>o</sup> 17668

Special Fee Paid	\$5.00
Recording Fee Paid	\$3.00
Total	<u>\$8.00</u>

Mr. Clerk Mail to: Mercier, Sanders, Baker & Schnabel  
730 - 15th Street, N.W.  
Washington, D.C. 20005

rnc

TOURNAMENT PLAYERS ASSOCIATION, INC.NOTICE OF CHANGE  
OF  
RESIDENT AGENT AND ADDRESS

THIS IS TO CERTIFY:

That at a meeting of the Board of Directors of the Corporation duly held on the 22 day of May, 1979, the following resolution was adopted and approved:

"RESOLVED, That from and after the date hereof ROBERT V. SCHNABEL be the Resident Agent of the Corporation, with the address of 7200 Denton Road, Bethesda, Maryland 20014. The said ROBERT V. SCHNABEL is a citizen of the State of Maryland and actually resides therein."

And it was--

FURTHER RESOLVED, That notice of the changes as aforesaid be furnished to the Maryland State Department of Assessments and Taxation so that proper notations would be made thereof on the records of the Maryland State Department of Assessments and Taxation.

TOURNAMENT PLAYERS ASSOCIATION, INC.

By Robert S. Dilman  
President

Robert M. Shaw  
Secretary

(Corporate Seal)

NOTICE OF CHANGE OF RESIDENT AGENT'S ADDRESS

OF

TOURNAMENT PLAYERS ASSOCIATION, INC.

received for record August 17, 1981

, at 8:30 A.M.

and recorded on Film No. 2516

Frame No: 0677 one of

the charter records of the State Department of Assessments and Taxation of Maryland.

To the clerk of the Circuit

court of Montgomery County

AA N<sup>o</sup> 19332 A.

Special Fee Paid	\$5.00
Recording Fee Paid	<u>\$3.00</u>
Total	\$8.00

Mr. Clerk Mail to: Sanders, Schnabel, Joseph & Powell  
1110 Vermont Avenue, N.W.  
Washington, D.C. 20005

rnc

STATEMENT of CHANGE

of

REGISTERED OFFICE

ROBERT V. SCHNABEL

TO: Maryland State Department  
of Assessments and Taxation

Pursuant to the provisions of Corporation and Associations, Title 2 of the Code of Laws of the State of Maryland the undersigned registered agent hereby submits the following statement of change:

- FIRST: The name of the registered agent is ROBERT V. SCHNABEL, a citizen and resident of the State of Maryland.
- SECOND: The old address of such registered agent is 7200 Denton Road, Bethesda, Maryland 20014.
- THIRD: The names of the corporations represented by such registered agent are:
  - The American Consulting Group, Inc.
  - Applied Engineering Consultants, Inc.
  - Applied Specialties, Inc.
  - Judd's, Incorporated
  - Schnabel Engineering Associates, P.C.
  - Schnabel Foundation Corporation
  - Tournament Players Association, Inc.
- FOURTH: The new address of such registered agent is 615 Maid Marian, Sherwood Forest, Maryland 21405.
- FIFTH: Such change in registered office shall be effective immediately.
- SIXTH: Each of the corporations listed above have been duly notified of such change of registered address.
- DATE: August 12, 1981.

  
ROBERT V. SCHNABEL



ARTICLES OF AMENDMENT & RESTATEMENT  
OF

TOURNAMENT PLAYERS ASSOCIATION, INC.

Changing its name to:

PGA TOUR, INC.

approved and received for record by the State Department of Assessments and Taxation  
of Maryland November 17, 1982 at 8:43 o'clock A. M. as in conformity  
with law and ordered recorded.

Recorded in Liber 2569, folio 2461 one of the Charter Records of the State  
Department of Assessments and Taxation of Maryland.

Bonus tax paid \$ \_\_\_\_\_ Recording fee paid \$ 22.00 Special Fee paid \$ \_\_\_\_\_

To the clerk of the Circuit Court of Anne Arundel County

IT IS HEREBY CERTIFIED, that the within instrument, together with all indorsements thereon, has  
been received, approved and recorded by the State Department of Assessments and Taxation of Maryland.

AS WITNESS my hand and seal of the said Department at Baltimore.



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AMENDED AND RESTATED  
ARTICLES OF INCORPORATION  
OF  
TOURNAMENT PLAYERS ASSOCIATION, INC.  
CHANGING ITS NAME TO  
PGA TOUR, INC.

TOURNAMENT PLAYERS ASSOCIATION, INC., a nonstock corporation organized under the laws of the State of Maryland, hereby certifies to the State Department of Assessment and Taxation that its Articles of Incorporation are amended and restated to read as follows (the following being all of the provisions of its charter currently in effect):

FIRST: I, the undersigned, DEANE R. BEMAN, whose post office address is 475 Osprey Point, Sawgrass, Ponte Vedra Beach, Florida 32082, being at least eighteen years of age, do hereby declare the following as incorporator with the intention of forming a corporation under and by virtue of the General Laws of the State of Maryland.

SECOND: The name of the corporation (which is hereinafter called the "Corporation") is PGA TOUR, INC.

THIRD: The purposes for which the Corporation is formed are as follows:

1. To promote the common interests of professional tournament golfers.
2. To foster the improvement of business conditions for the professional tournament golfer through representing the professional tournament golfer's interest in the management, direction and financing of the professional golf tournament tour, including those tournaments that are known collectively as the "PGA TOUR".
3. To promote interest in the vocation of professional golf.
4. To perform the operating functions of the PGA TOUR.
5. To promote improvements in the conduct of professional golf tournaments, and the golf courses and related facilities on which such tournaments are played.
6. To disseminate information and publications to its members and to others interested and involved in professional tournament golf in furtherance of its purposes.

7. To sanction professional golf tournaments, clinics, exhibitions, and other events, and toward that end, to sponsor, co-sponsor, approve, endorse, conduct, manage and administer said tournaments, clinics, exhibitions, and other events.
8. To acquire from all persons participating as contestants in professional golf tournaments and events sanctioned by the Corporation (and from others necessarily involved in such tournaments and events) their television, radio, motion picture and other electronic media and publication rights; and to hold, sell, use, assign, grant, and dispose of said rights so as to promote the common interests of professional golfers.
9. In furtherance of its corporate purposes, and not to conduct business for profit, to construct, purchase, lease and otherwise acquire, own, manage, mortgage, sell, assign and otherwise dispose of and deal in and with real property and any interest in real property including, but not limited to, golf courses, golf club houses, golf driving ranges and golf chip and putt courses, and with goods, merchandise and personal property of every character and description.
10. In furtherance of its corporate purposes, and not to conduct business for profit, to produce, exhibit, distribute and sell television, radio, motion picture and other productions.
11. In furtherance of its corporate purposes, and not to conduct business for profit, to produce, copyright, endorse, distribute and sell books, magazines and other written publications; and to conduct schools, demonstrations, clinics, exhibitions and other events concerning the sport of golf.
12. To borrow money and otherwise contract indebtedness, and to issue its notes or other evidences of indebtedness therefor, and to secure the same by mortgage, pledge or deed of trust of or lien upon any and all of its property, rights and franchises then owned or thereafter acquired.
13. To establish, manage or arrange for the management of any insurance pension, retirement, bonus, deferred compensation or similar plan or arrangement for the benefit of its members, its employees and professional tournament golfers or any one or more of the foregoing groups.

14. To assist in the implementation of the various agreements and joint programs which are designed for the betterment of professional golf between the Corporation and The Professional Golfers' Association of America growing out of the "Statement of Principles," dated December 13, 1968 between The Professional Golfers' Association of America and American Professional Golfers, Inc.
15. The Corporation shall not engage in any business of a kind ordinarily carried on for profit, even though conducted on a cooperative basis, or so as to produce sufficient income only to be self-sustaining. No part of the Corporation's net earnings shall inure to the benefit of any shareholder or individual.
16. The Corporation shall have all the powers conferred by law, and all incidental powers necessary to effect any or all of the aforesaid purposes.

FOURTH: The post office address of the principal office of the Corporation in this State is 615 Maid Marian, Sherwood Forest, Maryland 21405. The name and post office address of the resident agent of the Corporation in this State are Robert V. Schnabel, 615 Maid Marian, Sherwood Forest, Maryland 21405. Said resident agent is a citizen of this State and actually resides therein.

FIFTH: The Corporation shall be without capital stock and will not be operated for profit.

SIXTH: The policies of the Corporation shall be determined by its Board of Directors which shall be composed of ten (10) persons, consisting of--

- (a) Four Player Members elected from among their own number ("Player Directors").
- (b) The three officers of The Professional Golfers' Association of America ("PGA") most recently elected as President, Secretary and Treasurer of the PGA, respectively, who shall be directors of the Corporation ("PGA Directors") during their incumbency as such PGA officers.
- (c) Three independent public figures with demonstrated interest in golf ("Independent Directors"), one of whom shall serve as Chairman of the Board.

The manner of electing directors, their terms, and other such matters shall be set forth in the By-Laws.

The names and addresses of the directors of the Corporation currently in office are as follows:

Joe Black  
Brookhaven Country Club  
Box 34355  
Dallas, TX 75234

Robert S. Oelman  
5 Pine Lane  
Village of Golf  
Boynton Beach, FL 33436

Jim Colbert  
Las Vegas Mun. Golf Course  
4348 Vegas Drive  
Las Vegas, NV 89108

Mickey Powell  
Golf Club of Indiana  
6905 South, 525 East  
Lebanon, IN 33458

E. M. deWindt  
Eaton Corporation  
100 Erieview Plaza  
Cleveland, OH 44114

Jim Simons  
27 Bay Harbor Road  
Tequesta, FL 33458

Robert E. Kirby  
Westinghouse Electric Corp.  
2300 Westinghouse Bldg.  
Pittsburgh, PA 15222

Ed Sneed  
4155 Nottingham Hill Gate Rd.  
Columbus, OH 43220

Mark Kizziar  
Adams Park Golf Club  
5801 E. Tuxedo  
Bartlesville, OK 74003

Howard Twitty  
3411 E. Marlette  
Paradise Valley, AZ 85253

SEVENTH: The following provisions are hereby adopted for the purpose of defining, limiting and regulating the powers of the Corporation and of the directors and members:

1. Membership. The members of the Corporation shall consist of Board Members and Player Members. Board Members shall consist of the directors of the Corporation. Player Members shall consist of professional tournament golfers who are "Voting Members" of the PGA TOUR as provided in the PGA TOUR Tournament Regulations as they may apply from time to time.
2. Voting. Board Members in their capacities as directors of the corporation shall have the right to vote on all policy matters affecting the Corporation, according to the procedures set forth in the By-Laws. The voting rights of Player Members in their capacities as such members shall be confined to the election of the Player Directors of the Corporation as set forth in Section 3 of this ARTICLE SEVENTH, according to the procedures set forth in the By-Laws.

3. Officers. The officers of the Corporation shall consist of a President who shall be the director then serving as Chairman of the Board of Directors, a Commissioner, one or more Vice Presidents, a Secretary, a Treasurer, and such other officers as the Board of Directors may elect or designate. Except as the By-Laws or Board may otherwise provide, the officers other than the Commissioner shall be elected at the annual meeting of the directors.

The Commissioner shall be the chief executive officer of the Corporation and shall be generally responsible for operation and management of the Corporation, subject to the policies of the Board of Directors to whom the Commissioner shall report.

The Commissioner's term shall be as determined by the Board of Directors.

4. Indemnification of Directors and Officers. Each director or officer, whether or not then in office, shall be indemnified by the Corporation (directly or by insurance), against all costs and expenses reasonably incurred by or imposed upon him in connection with or arising out of an action, suit, or proceeding in which he may be involved by reason of his being or having been a director or officer of the Corporation, to the fullest extent as provided by law, such expenses to include the cost of reasonable settlements (other than amounts paid to the Corporation itself) made with a view to curtailment of costs of litigation. The foregoing right of indemnification shall be in addition to any other rights to which any director or officer may be entitled as a matter of law.
5. By-Laws. The Board of Directors shall have the power to make, alter, amend or rescind By-Laws of the Corporation at any meeting of the Board of Directors by the unanimous affirmative vote of the Board, provided that notice of such meeting states the substance of the proposed By-Law or alteration, amendment or rescission.
6. Amendments. These Articles of Incorporation may be amended at any meeting of the Board of Directors by the unanimous affirmative vote of the Board, providing that notice of the substance of such amendment has been given in the notice of such meeting.
7. Dissolution, Etc. Any dissolution of the Corporation, transfer of all or substantially all of its assets, merger of the Corporation into another entity, and any

similar corporate acts, shall require an affirmative vote of two-thirds of the entire Board of Directors. In the event of any dissolution of the Corporation any assets remaining after payment of all debts shall be distributable, as determined by the Board of Directors, to one or more organizations whose purposes are to promote the common interests of professional tournament golfers, and which are exempt from Federal income tax under Section 501(c)(6) of the Internal Revenue Code, and if no such organization exists, or if no such organization is determined by the Board of Directors to be an appropriate recipient of the Corporation's remaining assets, said assets shall be distributable, as determined by the Board of Directors, to an organization or organizations, exempt from Federal income tax, which promotes the interest of professional golfers or the game of golf.

"EIGHTH: The duration of the Corporation shall be perpetual.

"IN WITNESS WHEREOF, I have signed these Articles of Incorporation on this 20th day of June, 1974.

/S/ DEANE R. BEMAN"

The foregoing Restated Articles of Incorporation and the amendments to the Corporation's Articles of Incorporation contained therein were adopted by the unanimous affirmative vote of the Board of Directors of the Corporation at a meeting held on October 18, 1982 pursuant to notice to all directors, which notice contained the substance of the foregoing Restated Articles of Incorporation and the amendments incorporated therein.

IN WITNESS WHEREOF, the Corporation has caused its officers thereunto duly authorized to sign, attest and seal these Restated Articles of Incorporation on this 18th day of October, 1982.

TOURNAMENT PLAYERS ASSOCIATION, INC.  
(hereafter "PGA TOUR, INC.")

By Robert S. DeLuca  
President

ATTEST: Deane R. Beman  
Secretary

(SEAL)

THE ARTICLES OF AMENDMENT AND RESTATEMENT  
OF  
PGA TOUR, INC.

APPROVED AND RECEIVED FOR RECORD BY THE STATE DEPARTMENT OF ASSESSMENTS AND TAXATION  
OF MARYLAND FEBRUARY 10, 1993 AT 8:30 O'CLOCK A.M. AS IN CONFORMITY  
WITH LAW AND ORDERED RECORDED.

ORGANIZATION AND  
CAPITALIZATION FEE PAID:

RECORDING  
FEE PAID:

SPECIAL  
FEE PAID:

\$ \_\_\_\_\_

\$ 20.00

\$ \_\_\_\_\_

00519132

TO THE CLERK OF THE COURT OF

ANNE ARUNDEL COUNTY

IT IS HEREBY CERTIFIED, THAT THE WITHIN INSTRUMENT, TOGETHER WITH ALL INDORSEMENTS THEREON, HAS  
BEEN RECEIVED, APPROVED AND RECORDED BY THE STATE DEPARTMENT OF ASSESSMENTS AND TAXATION OF MARYLAND.

RETURN TO:  
PGA TOUR  
ATTN: SARA H. MOORES  
112 TPC BOULEVARD  
PONTE VEDRA BEACH FL 32082

156C3067484

A 414561



RECORDED IN THE RECORDS OF THE  
STATE DEPARTMENT OF ASSESSMENTS  
AND TAXATION OF MARYLAND IN LIBER. FOLIO.



APPROVED FOR RECORD

2/10/93 at 8:30

**ARTICLES OF AMENDMENT TO  
THE AMENDED AND RESTATED  
ARTICLES OF INCORPORATION OF  
PGA TOUR, INC.**

The undersigned do hereby certify as follows:

A. The name of this corporation is PGA TOUR, Inc., a Maryland, not-for-profit, non-stock corporation.

B. An amendment to Article THIRD, Sections 14, 15 and 16; Article SIXTH, and Article SEVENTH, Sections 5 and 6 have been authorized and adopted by the directors of this Corporation pursuant to Maryland General Corporation Law. Powers of voting members are restricted solely to the election of player directors to the Board of Directors pursuant to paragraph Seventh, Section 2. of the Amended and Restated Articles of Incorporation and, therefore, approval by voting members is not required. As amended or restated, the Articles and Sections read as follows:

1. Article THIRD is hereby amended by deleting Section 14 thereof and renumbering Sections 15 and 16 as Section 14 and 15, respectively.

2. Article SIXTH is hereby deleted and restated in its entirety as follows:

SIXTH: The policies of the Corporation shall be determined by its Board of Directors which shall be composed as follows:

(a) Four Player Members elected from among their own number ("Player Directors").

(b) Through December 31, 1992, three independent public figures with demonstrated interest in golf ("Independent Directors"); commencing January 1, 1993, four Independent Directors; one of the Independent Directors shall serve as Chairman of the Board.

00418551

(c) Through December 31, 1992, the three officers of The Professional Golfers Association of America ("PGA") most recently elected as President, Vice President and Secretary of PGA, respectively, who shall be directors of the Corporation ("PGA Directors") during their incumbency as PGA officers; commencing January 1, 1993 and continuing through December 31, 1994, the two officers of the PGA most recently elected President and Vice President, respectively, who shall be PGA Directors during their incumbency as PGA officers; commencing January 1, 1995, the officer of the PGA most recently elected President who shall be a PGA Director during such person's incumbency as PGA President; provided, however, that in the event of a final, non-appealable judicial determination terminating the agreement between the Corporation and PGA dated December 3, 1991, due to a material breach thereof on the part of PGA, there shall cease to be any PGA Directors on the Board of Directors and the provisions of this subsection (c) as it relates to the rights of PGA Directors to be directors of the Corporation shall cease. In the event of a termination of PGA Directors as provided in the immediately preceding sentence of this subsection (c), notwithstanding any other provisions of this Article SIXTH, the composition of the Board of Directors shall be four Player Directors and five Independent Directors and the Independent Directors then serving on the Board of Directors shall select such number of additional Independent Directors as shall be required so that there are five Independent Directors.

C. Article SEVENTH, Section 5, is hereby deleted in its entirety and restated as follows:

5. By-Laws. The Board of Directors shall have the power to make, alter, amend or rescind the By-Laws of the Corporation at any meeting of the Board of Directors by the affirmative vote of two-thirds of the entire Board of Directors (except that any alternation, amendment or rescission of Section 4.03(c) of the By-Laws of the Corporation shall require the unanimous affirmative vote of the entire Board of Directors), provided that notice of such meeting states the substance of the proposed By-Law or alteration, amendment or rescission.

D. Article SEVENTH, Section 6 is hereby deleted in its entirety and restated as follows:

6. Amendments. These Articles of Incorporation may be amended at any meeting of the Board of Directors by a vote of two-thirds of the entire Board of Directors (except that any amendment to Article SIXTH, Subsection (c), shall require the unanimous affirmative vote of the entire Board of Directors), providing that notice of the substance of such amendment has been given in the notice of such meeting.

E. The date of the adoption of the amendment to the Amended and Restated Articles of Incorporation by the Board of Directors is December 3, 1991.

IN WITNESS WHEREOF, PGA TOUR, Inc. has caused these Articles of Amendment to the Amended and Restated Articles of Incorporation of PGA TOUR, Inc. to be signed in its name by its Vice President and Assistant Secretary of said corporation this 8<sup>th</sup> day of February, 1993 and who certify under penalties of perjury and to the best of their knowledge, information and belief, that the matters and facts set forth in these Articles are true in all material respects.

By: Stephen C. Bankin  
Vice President

By: Edward L. Monchouse  
Assistant Secretary

STATE OF FLORIDA  
COUNTY OF ST. JOHNS

The foregoing Articles of Amendment to the Amended and Restated Articles of Incorporation of PGA TOUR, Inc., were sworn to and acknowledged before me this 8<sup>th</sup> day of February, 1993, by Stephen C. Bankin and Edward L. Monchouse, Vice President and Assistant Secretary, respectively, of PGA TOUR, Inc. a Maryland corporation, on behalf of said corporation.

Personally known  
 Produced I.D.

Sara H. Moores  
Sara H. Moores  
(Type/print name of notary)  
Notary Public, State of Florida

My Commission Expires: 1-16-97



ARTICLES OF AMENDMENT  
OF  
PGA TOUR, INC.

APPROVED AND RECEIVED FOR RECORD BY THE STATE DEPARTMENT OF ASSESSMENTS AND TAXATION  
OF MARYLAND JUNE 20, 1996 AT 10:22 O'CLOCK A. M. AS IN CONFORMITY  
WITH LAW AND ORDERED RECORDED.

ORGANIZATION AND  
CAPITALIZATION FEE PAID:

\$ \_\_\_\_\_

RECORDING  
FEE PAID:

\$ 20.00

SPECIAL  
FEE PAID:

\$ \_\_\_\_\_

D0519132

IT IS HEREBY CERTIFIED, THAT THE WITHIN INSTRUMENT, TOGETHER WITH ALL INDORSEMENTS THEREON, HAS  
BEEN RECEIVED, APPROVED AND RECORDED BY THE STATE DEPARTMENT OF ASSESSMENTS AND TAXATION OF MARYLAND.

THE PRENTICE-HALL CORPORATION  
SYSTEM, MARYLAND  
11 E. CHASE ST.  
BALTIMORE

MD 21202

248C3095389

A 526838



RECORDED IN THE RECORDS OF THE  
STATE DEPARTMENT OF ASSESSMENTS  
AND TAXATION OF MARYLAND IN LIBER. FOLIO

90

6-20-96

10226

**ARTICLES OF AMENDMENT TO  
THE AMENDED AND RESTATED  
ARTICLES OF INCORPORATION OF  
PGA TOUR, INC.**

The undersigned do hereby certify as follows:

A. The name of this corporation is PGA TOUR, Inc., a Maryland, not-for-profit, non-stock corporation. **61768125**

B. An amendment to Article SEVENTH, Section 4 has been authorized and adopted by the Board of the Directors of this Corporation in the manner and by the vote required by the Corporation's Amended and Restated Articles of Incorporation and bylaws and by law. The Corporation is a non-stock corporation which does not have any stockholders. Powers of voting members are restricted solely to the election of player directors to the Board of Directors pursuant to Article SEVENTH, Section 2 of the Amended and Restated Articles of Incorporation and, therefore, approval by voting members is not required.

C. As amended Article SEVENTH, Section 4 reads in its entirety as follows:

4. Indemnification and Limitation of Liability of Directors and Officers. Each director or officer, whether or not then in office, shall be indemnified by the Corporation (directly or by insurance), against all costs and expenses reasonably incurred by or imposed upon him in connection with or arising out of an action, suit, or proceeding in which he may be involved by reason of his being or having been a director or officer of the Corporation, to the fullest extent permitted by the Maryland General Corporation Law, as from time to time amended, such expenses to include the cost of reasonable settlements (other than amounts paid to the Corporation itself) made with a view to curtailment of costs of litigation. The foregoing right of

RECEIVED  
96 JUN 20 10:22

indemnification shall be in addition to any other rights to which any director or officer may be entitled as a matter of law. To the maximum extent that limitations on the liability of directors and officers are permitted by the Maryland General Corporation Law, as from time to time amended, no director or officer of the Corporation shall have any liability to the Corporation or its members for money damages. This limitation on liability applies to events, acts or omissions occurring at the time a person serves as a director or officer of the Corporation whether or not such person is a director or officer at the time of any proceeding in which liability is asserted and is effective with respect to any such events, acts or omissions occurring since February 18, 1988. No amendment or repeal of this Section or any portion thereof, or the adoption of any provision of the Corporation's Articles of Incorporation inconsistent with this Section, shall apply to or affect in any respect the rights to indemnification or limitation of liability of any director or officer of the Corporation with respect to any alleged event, act or omission which occurred prior to such amendment, repeal or adoption.

D. The date of the adoption of the amendment to the Amended and Restated Articles of Incorporation by the Board of Directors is May 21, 1996.

IN WITNESS WHEREOF, PGA TOUR, Inc. has caused these Articles of Amendment to the Amended and Restated Articles of Incorporation of PGA TOUR, Inc. to be signed in its name by its Executive Vice President and Assistant Secretary of said corporation this 14<sup>th</sup> day of June, 1996, who certify under penalties of perjury and to the best of their knowledge, information and belief, that the matters and facts set forth in these Articles are true in all material respects.

By: Charles L. Zuk  
Charles L. Zuk  
Executive Vice President

By: Edward L. Moorhouse  
Edward L. Moorhouse  
Assistant Secretary

STATE OF FLORIDA  
COUNTY OF ST. JOHNS

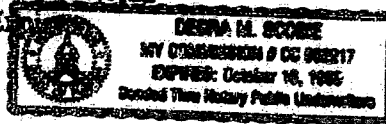
The foregoing Articles of Amendment to the Amended and Restated Articles of Incorporation of PGA TOUR, Inc., were sworn to and acknowledged before me this 14th day of June, 1996, by Charles L. Zink and Edward L. Moorhouse, Executive Vice President and Assistant Secretary, respectively, of PGA TOUR, Inc. a Maryland corporation, on behalf of said corporation, both of whom are personally known to me.

*Debra M. Scobie*

(Print Name) Debra M. Scobie

Notary Public, State of Florida

My Commission Expires



CHANGE OF RESIDENT AGENT & ADDRESS AND PRINCIPAL OFFICE  
OF  
PGA TOUR, INC.

APPROVED AND RECEIVED FOR RECORD BY THE STATE DEPARTMENT OF ASSESSMENTS AND TAXATION  
OF MARYLAND MARCH 10, 1997 AT 11:13 O'CLOCK A. M. AS IN CONFORMITY  
WITH LAW AND ORDERED RECORDED.

ORGANIZATION AND  
CAPITALIZATION FEE PAID:

RECORDING  
FEE PAID:

SPECIAL  
FEE PAID:

\$ \_\_\_\_\_

\$ 10.00

\$ \_\_\_\_\_

D0519132

IT IS HEREBY CERTIFIED THAT THE WITHIN INSTRUMENT, TOGETHER WITH ALL INDORSEMENTS THEREON, HAS  
BEEN RECEIVED, APPROVED AND RECORDED BY THE STATE DEPARTMENT OF ASSESSMENTS AND TAXATION OF MARYLAND.

PGA TOUR, INC.  
GAYLE S. REINSCH  
112A PC BOULEVARD  
PONTE VEDRA BEACH FL 32082



174C3103650

A 553134

RECORDED IN THE RECORDS OF THE  
STATE DEPARTMENT OF ASSESSMENTS  
AND TAXATION OF MARYLAND IN LIBER. FOLIO.



**NOTICE OF CHANGE OF PRINCIPAL OFFICE,  
REGISTERED AGENT, AND REGISTERED AGENT'S ADDRESS  
OF PGA TOUR, INC.**

The Board of Directors of PGA TOUR, Inc., a corporation organized in Maryland on July 2, 1974 duly approved resolutions by Unanimous Written Consent dated October 3, 1995, as follows:

**RESOLVED**, that Edward L. Moorhouse, Executive Vice President and Assistant Secretary of the Corporation, is hereby authorized to execute, deliver and file in any jurisdiction all such documents, instruments and certificates as may be necessary or appropriate to qualify the Corporation to do business in any jurisdiction in which its activities may require qualification, and in connection therewith, to appoint a registered agent to accept service of process in any such jurisdiction;

70698733

**FURTHER RESOLVED**, that the officers of the Corporation are, and each of them acting singly is, authorized to take any and all such other actions and to pay such expenses and other amounts as in such persons' or person's judgment shall be necessary, proper or advisable in connection with the qualification of the Corporation to do business or in order to carry out the intent and purpose of the foregoing resolution.

I, Edward L. Moorhouse, Executive Vice President and Assistant Secretary certify under the penalties of perjury that to the best of my knowledge, information and belief the foregoing resolutions are true in all material respects. I further certify that set forth below are the name and address of the new registered agent of PGA TOUR, Inc. in Maryland and the new address of the principal office of PGA TOUR, Inc. in Maryland:

Registered Agent: Mark J. O'Neil  
Registered Office: 10000 Oaklyn Drive  
Potomac, Maryland 20854  
Principal Office: 10000 Oaklyn Drive  
Potomac, Maryland 20854

Date: March 7, 1997

  
Edward L. Moorhouse  
Executive Vice President:  
Assistant Secretary

STATE DEPARTMENT OF ASSESSMENTS  
AND TAXATION

APPROVED FOR RECORD

3/10/97 at 11:13 A.M.

RECEIVED  
'97 MAR 10 AM 11 13  
ASSESS. & TAX.

**NOTICE OF CHANGE OF PRINCIPAL OFFICE,  
REGISTERED AGENT, AND REGISTERED AGENT'S ADDRESS  
OF PGA TOUR, INC.**

The Board of Directors of PGA TOUR, Inc., a corporation organized in Maryland on July 2, 1974 duly approved resolutions by Unanimous Written Consent dated October 3, 1995, as follows:

**RESOLVED**, that Edward L. Moorhouse, Executive Vice President and Assistant Secretary of the Corporation, is hereby authorized to execute, deliver and file in any jurisdiction all such documents, instruments and certificates as may be necessary or appropriate to qualify the Corporation to do business in any jurisdiction in which its activities may require qualification, and in connection therewith, to appoint a registered agent to accept service of process in any such jurisdiction;

**FURTHER RESOLVED**, that the officers of the Corporation are, and each of them acting singly is, authorized to take any and all such other actions and to pay such expenses and other amounts as in such persons' or person's judgment shall be necessary, proper or advisable in connection with the qualification of the Corporation to do business or in order to carry out the intent and purpose of the foregoing resolution.

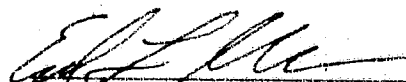
i, Edward L. Moorhouse, Executive Vice President and Assistant Secretary certify under the penalties of perjury that to the best of my knowledge, information and belief the foregoing resolutions are true in all material respects. I further certify that set forth below are the name and address of the new resident agent of PGA TOUR, Inc. in Maryland and the address of the principal office of PGA TOUR, Inc. in Maryland:

Resident Agent: Michael G. Leemhuis

Agent's address: 10000 Oaklyn Drive  
Potomac, Maryland 20854

Principal Office: 10000 Oaklyn Drive  
Potomac, Maryland 20854

Date: January 29, 1995

  
Edward L. Moorhouse  
Executive Vice President;  
Assistant Secretary

STATE DEPARTMENT OF ASSESSMENT AND TAXATION

Corp98 touchg.twp

**RECORDED FOR RECORD**

1-30-95 at 10:11 A.M.

I.D. NR# D0519132  
ACKN. NO. - 150C3114711  
PGA TOUR, INC.

01/30/98 AT 10:11 A.M.

80338086

STATE OF MARYLAND

PARRIS N. GLENDENING  
Governor  
RONALD W. WHEIKOLT  
Deputy  
PAUL H. ANDERSON  
Attorney General



Department of Assessments and Taxation  
CHARTER DIVISION  
Room 809  
301 West Preston Street  
Baltimore, Maryland 21201

DOCUMENT CODE D 0519132 BUSINESS CODE \_\_\_\_\_ COUNTY 65  
P.A. \_\_\_\_\_ Religious \_\_\_\_\_ Close \_\_\_\_\_ Stock \_\_\_\_\_ Nonstock

Merging (Transferor) \_\_\_\_\_ Surviving (Transferee) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CODE	AMOUNT	FEE REMITTED
10	_____	Expedited Fee
61	_____	Rec. Fee (Arts. of Inc.)
20	_____	Organ. & Capitalization
62	_____	Rec. Fee (Amendment)
63	_____	Rec. Fee (Merger, Consol.)
64	_____	Rec. Fee (Transfer)
66	_____	Rec. Fee (Revival)
67	_____	Rec. Fee (Dissolution)
75	_____	Special Fee
73	_____	Certificate of Conveyance

21	_____	Recordation Tax
22	_____	State Transfer Tax
23	_____	Local Transfer Tax
70	<u>\$10.00</u>	Change of P.D., R.A. or R.A.A.
31	_____	Corp. Good Standing

CODE	AMOUNT	FEE REMITTED
600	_____	Returns
52	_____	Foreign Qualification
NA	_____	Foreign Registration
51	_____	Foreign Name Registration
53	_____	Foreign Resolution
54	_____	For. Supplemental Cert.
56	_____	Penalty
50	_____	Cert. of Qual. or Reg.
83	_____	Cert. Limited Partnership
84	_____	Amendment to Limited Partnership
85	_____	Termination of Limited Partnership
80	_____	For. Limited Partnership
91	_____	Amend/Cancellation, For. Limited Part.
87	_____	Limited Part. Good Standing
67	_____	Cert. Limited Liability Partnership
68	_____	LIP Amendment - Domestic
69	_____	Foreign Limited Liability Partnership
74	_____	LIP Amendment - Foreign
99	_____	Art. of Organization (LLC)
98	_____	LLC Amend, Diss, Continuation
97	_____	LLC Cancellation
96	_____	Registration Foreign LLC
94	_____	Foreign LLC Supplemental
92	_____	LLC Good Standing (short)
13	_____	Certified Copy
_____	_____	Other

- \_\_\_\_\_ (New Name) \_\_\_\_\_
- \_\_\_\_\_ Change of Name
- \_\_\_\_\_ Change of Principal Office
- \_\_\_\_\_ Change of Resident Agent
- \_\_\_\_\_ Change of Resident Agent Address
- \_\_\_\_\_ Resignation of Resident Agent
- \_\_\_\_\_ Designation of Resident Agent and Resident Agent's Address
- \_\_\_\_\_ Change of Business Code
- \_\_\_\_\_ Adoption of Assumed Name
- \_\_\_\_\_ Other Change(s) \_\_\_\_\_

CODE \_\_\_\_\_ ATTENTION: Gayle Weinsch

MAIL TO ADDRESS: PA 1000  
112 FPC Boulevard  
Porte Leger Beach, FL 32082

TOTAL FEES \$10.00 \_\_\_\_\_ Credit Card  
\_\_\_\_\_ 1 Check \_\_\_\_\_ Cash  
\_\_\_\_\_ 1 Documents on \_\_\_\_\_ 1 checks

APPROVED BY: RMC

NOTE:

RECORDED - 10111105

**NOTICE OF CHANGE OF PRINCIPAL OFFICE,  
REGISTERED AGENT, AND REGISTERED AGENT'S ADDRESS  
OF PGA TOUR, INC.**

The Board of Directors of PGA TOUR, Inc., a corporation organized in Maryland on July 2, 1974 duly approved resolutions by Unanimous Written Consent dated October 3, 1995, as follows:

**RESOLVED**, that Edward L. Moorhouse, Executive Vice President and Assistant Secretary of the Corporation, is hereby authorized to execute, deliver and file in any jurisdiction all such documents, instruments and certificates as may be necessary or appropriate to qualify the Corporation to do business in any jurisdiction in which its activities may require qualification, and in connection therewith, to appoint a registered agent to accept service of process in any such jurisdiction;

**FURTHER RESOLVED**, that the officers of the Corporation are, and each of them acting singly is, authorized to take any and all such other actions and to pay such expenses and other amounts as in such persons' or person's judgment shall be necessary, proper or advisable in connection with the qualification of the Corporation to do business or in order to carry out the intent and purpose of the foregoing resolution.


I, Edward L. Moorhouse, Executive Vice President and Assistant Secretary certify under the penalties of perjury that to the best of my knowledge, information and belief the foregoing resolutions are true in all material respects. I further certify that set forth below are the name and address of the new registered agent of PGA TOUR, Inc. in Maryland and the address of the principal office of PGA TOUR, Inc. in Maryland:

**Registered Agent:** CSC - Lawyers Incorporating Service Company

**Registered Office:** 11 East Chase Street  
Baltimore, Maryland 21202

**Principal Office:** 10000 Oaklyn Drive  
Potomac, Maryland 20854

Date: January 2, 2001



Edward L. Moorhouse  
Executive Vice President:  
Assistant Secretary



ID # 000519132 ACK # 1000298047000000  
LIBER: 800223 FOLIO: 1192 PAGES: 0002  
PGA TOUR, INC.

01/25/2001 AT 02:49 P WO # 0000408608



**RESIDENT AGENT'S NOTICE OF CHANGE OF ADDRESS**

I certify that I, CSC-Lawyers Incorporating Service Company

am the resident agent of & NOW YOU KNOW ENTERPRISES, LLC  
(Name of Entity)

(See attached list for additional entities)

organized under the laws of \_\_\_\_\_ My address as resident  
(State)

agent has changed from 11 East Chase Street  
Baltimore, MD 21202

to 7 St. Paul Street, Suite 1660  
Baltimore, MD 21202

(CHECK IF APPLICABLE) The old and new addresses of the resident agent  
are also the old and new addresses of the principal office of this entity in Maryland.

The above named entity has been advised by me in writing of this change.

CSC-Lawyers Incorporating Service Company

  
Resident Agent

JOHN H. PELLETIER  
ASST. VICE PRESIDENT

Mail to: State Department of Assessments & Taxation  
301 W. Preston Street  
Room 801  
Baltimore, MD 21201-2395

CUST. ID: 0001876809  
WORK ORDER: 0001319847  
DATE: 11-20-2006 09:24 AM  
AMT. PAID: \$60,000.00

RUN DATE: 11/28/2006  
TIME: 06:27.06

STATE OF MARYLAND  
DEPARTMENT OF ASSESSMENTS AND TAXATION  
MASS RESIDENT AGENT ADDRESS UPDATE  
FOR CSC-LAWYERS INCORPORATING SERVICE COMPANY

PROGRAM: MASRACSC  
PAGE 127

DEPT ID. ENTITY NAME  
-----  
20713676 PERSHING LLC  
D10991669 PERSIA REAL ESTATE CORP.  
F07929730 PERSISTENT SUPPLY COMPANY  
M1206471 PERSISTENT SYSTEMS, LLC  
F04808493 PERSONAL TOUCH HOME AIDS OF BALTIMORE, INC.  
F04808493 PERSONAL TOUCH HOME AIDS OF BALTIMORE, INC.  
M10192839 PES OF OHIO, LLC  
F05645924 PET MEMORIAL SERVICES CORP.  
F03855132 PETER PAN BUS LINES, INC.  
F06096895 PETRO-CANADA AMERICA LUBRICANTS INC.  
F04992285 PFG, INC. A/K/A PROVIDENT FUNDING GROUP, INC.  
F06045108 PFIC SECURITIES CORPORATION  
F11560927 PFC TENNESSEE AGENCY, INC.  
F0782401 PFM ASSET MANAGEMENT LLC  
F0770442 PFM ASSET MANAGEMENT LLC  
D07419716 PFS SUB 1 INC.  
F10385482 PG-FACILITIES HOLDING, INC.  
D00519132 PGI ACQUISITION CO., INC.  
F10305456 PGI ACQUISITION CO., INC.  
F10385524 PGI RISK SOLUTIONS LLC  
F05433776 PGT INDUSTRIES, INC.  
M10223134 PH ADVANTAGE, LLC  
F11574880 PH ENVIRONMENTAL RESTORATION, INC.  
F10305456 PHS ENVIRONMENTAL RESTORATION, INC.  
M10107852 PHARMACY BUILDERS #3, LLC  
F07542194 PHARMATHENS, INC.  
D10594464 PHASE 5 GROUP, INC.  
M10415677 PHH AUTO FINANCE LLC  
D03056389 PHH BROKER PARTNER CORPORATION  
D00166447 PHH CARIBBEAN LEASING, INC.  
M10415693 PHH CONTINENTAL LEASING LLC  
D00171744 PHH CORPORATION  
D10305456 PHH FINANCIAL SERVICES LLC  
M10415586 PHH FOUNDATION, INC.  
D00166512 PHH FOUNDATION, INC.  
Z103030025 PHH HOME LOANS, LLC  
D03114824 PHH INSURANCE ASSOCIATES CORPORATION  
F01935394 PHH MORTGAGE CORPORATION  
D01076132 PHH MORTGAGE SERVICES CORPORATION  
D00166579 PHH PERSONALLEASE CORPORATION  
F07469430 PHH SOLUTIONS AND TECHNOLOGIES, LLC  
D10415677 PHH SOLUTIONS AND TECHNOLOGIES, LLC  
D014529836 PHH-WAREH LEASING, INC.  
D01463454 PHH-WILFORD LEASING, INC.  
D00917559 PHH-PAGE LEASING, INC.  
D00903252 PHH-NATIONAL LEASING, INC.  
D00755173 PHH-POWER LEASING, INC.  
D02665776 PHH-ST. PAUL LEASING, INC.  
Z11393683 PHIBRO LLC  
F04291894 PHILIPS ELECTRONICS NORTH AMERICA CORPORATION  
F04295973 PHILIPS ELECTRONICS NORTH AMERICA CORPORATION, LLC  
F02729781 PHILIPS SEMICONDUCTORS INC.

# CORPORATE CHARTER APPROVAL SHEET

**\*\* KEEP WITH DOCUMENT \*\***

DOCUMENT CODE 82 BUSINESS CODE \_\_\_\_\_

# W11297900

Close \_\_\_\_\_ Stock \_\_\_\_\_ Nonstock \_\_\_\_\_

P.A. \_\_\_\_\_ Religious \_\_\_\_\_

Merging (Transferor) \_\_\_\_\_

Surviving (Transferee) \_\_\_\_\_



1000361993931520

ID # W11297900 ACK # 1000361993931520  
LIBER: B01035 FOLIO: 1509 PAGES: 0186  
& NOW YOU KNOW ENTERPRISES, LLC

11/20/2006 AT 09:24 A WO # 0001319847

New Name \_\_\_\_\_

### FEES REMITTED

Base Fee: <u>25</u>	Change of Name
Org. & Cap. Fee: _____	Change of Principal Office
Expedite Fee: _____	Change of Resident Agent
Penalty: _____	Change of Resident Agent Address
State Recordation Tax: _____	Resignation of Resident Agent
State Transfer Tax: _____	Designation of Resident Agent and Resident Agent's Address
_____ Certified Copies	Change of Business Code
_____ Certificates	Adoption of Assumed Name
Certificate of Status Fee: _____	_____
Personal Property Filings: _____	_____
Mail Processing Fee: _____	Other Change(s)
Other: _____	_____
TOTAL FEES: <u>25</u>	_____

Credit Card \_\_\_\_\_ Check \_\_\_\_\_ Cash \_\_\_\_\_

Code 049

\_\_\_\_\_ Documents on \_\_\_\_\_ Checks

Attention: \_\_\_\_\_

Approved By: 012

Mail: Name and Address

Keyed By: \_\_\_\_\_

CSC-LAWYERS INCORPORATING SERVICE COMPAN  
7 ST. PAUL STREET, SUITE 1660  
BALTIMORE MD 21202

COMMENT(S):

Stamp Work Order and Customer Number HERE

CUST ID: 0001876809  
WORK ORDER: 0001319847  
DATE: 11-20-2006 09:24 AM  
AMT. PAID: \$60,000.00



## Request for Taxpayer Identification Number and Certification

**Give Form to the  
requester. Do not  
send to the IRS.**

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	<p><b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.</p> <p><b>PGA TOUR, Inc.</b></p> <p><b>2</b> Business name/disregarded entity name, if different from above</p>	
	<p><b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.</p> <p> <input type="checkbox"/> Individual/sole proprietor or single-member LLC                     <input type="checkbox"/> C Corporation                     <input type="checkbox"/> S Corporation                     <input type="checkbox"/> Partnership                     <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____  <b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.  <input checked="" type="checkbox"/> Other (see instructions) ▶ <b>501 (c) (6) Corporation</b> </p>	<p><b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) _____</p> <p>Exemption from FATCA reporting code (if any) _____</p> <p><i>(Applies to accounts maintained outside the U.S.)</i></p>
	<p><b>5</b> Address (number, street, and apt. or suite no.) See instructions.</p> <p><b>100 PGA TOUR Blvd</b></p> <p><b>6</b> City, state, and ZIP code</p> <p><b>Ponte Vedra Beach, FL 32082</b></p> <p><b>7</b> List account number(s) here (optional)</p>	<p>Requester's name and address (optional)</p>

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>									
or									
<b>Employer identification number</b>									
5	2	-	0	9	9	9	2	0	6

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶ <b>6/20/18</b>
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**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*

# Application for Automatic Extension of Time To File an Exempt Organization Return

► **File a separate application for each return.**  
► **Information about Form 8868 and its instructions is at [www.irs.gov/form8868](http://www.irs.gov/form8868).**

**Electronic filing (e-file).** You can electronically file Form 8868 to request a 6-month automatic extension of time to file any of the forms listed below with the exception of Form 8870, Information Return for Transfers Associated With Certain Personal Benefit Contracts, for which an extension request must be sent to the IRS in paper format (see instructions). For more details on the electronic filing of this form, visit [www.irs.gov/efile](http://www.irs.gov/efile), click on Charities & Non-Profits, and click on e-file for Charities and Non-Profits.

**Automatic 6-Month Extension of Time.** Only submit original (no copies needed).

All corporations required to file an income tax return other than Form 990-T (including 1120-C filers), partnerships, REMICs, and trusts must use Form 7004 to request an extension of time to file income tax returns.

<b>Type or print</b>  <small>File by the due date for filing your return. See instructions.</small>	Name of exempt organization or other filer, see instructions.  PGA TOUR, INC.	<small>Enter filer's identifying number, see instructions</small> Employer identification number (EIN) or  52-0999206
	Number, street, and room or suite no. If a P.O. box, see instructions. 100 PGA TOUR BOULEVARD	Social security number (SSN)
	City, town or post office, state, and ZIP code. For a foreign address, see instructions. PONTE VEDRA BEACH, FL 32082	

Enter the Return Code for the return that this application is for (file a separate application for each return) . . . . . 01

Application Is For	Return Code	Application Is For	Return Code
Form 990 or Form 990-EZ	01	Form 990-T (corporation)	07
Form 990-BL	02	Form 1041-A	08
Form 4720 (individual)	03	Form 4720 (other than individual)	09
Form 990-PF	04	Form 5227	10
Form 990-T (sec. 401(a) or 408(a) trust)	05	Form 6069	11
Form 990-T (trust other than above)	06	Form 8870	12

JEANNE LIGHTCAP

• The books are in the care of ► 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH FL 32082

Telephone No. ► 904 285-3700 Fax No. ►

- If the organization does not have an office or place of business in the United States, check this box . . . . .
- If this is for a Group Return, enter the organization's four digit Group Exemption Number (GEN) . . . . . . If this is for the whole group, check this box . . . . .  . If it is for part of the group, check this box . . . . .  and attach a list with the names and EINs of all members the extension is for.

1 I request an automatic 6-month extension of time until 11/15, 2018, to file the exempt organization return for the organization named above. The extension is for the organization's return for:

- calendar year 2017 or
- tax year beginning \_\_\_\_\_, 20\_\_\_\_, and ending \_\_\_\_\_, 20\_\_\_\_.

2 If the tax year entered in line 1 is for less than 12 months, check reason:  Initial return  Final return  
 Change in accounting period

3a If this application is for Forms 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions.	<b>3a</b>	\$ 0.
b If this application is for Forms 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit.	<b>3b</b>	\$ 0.
c <b>Balance due.</b> Subtract line 3b from line 3a. Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System). See instructions.	<b>3c</b>	\$ 0.

**Caution.** If you are going to make an electronic funds withdrawal (direct debit) with this Form 8868, see Form 8453-EO and Form 8879-EO for payment instructions.

Form **990**

Department of the Treasury  
Internal Revenue Service

# Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

- ▶ Do not enter Social Security numbers on this form as it may be made public.
- ▶ Information about Form 990 and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

# 2016

**Open to Public Inspection**

**A** For the **2016** calendar year, or tax year beginning , **2016**, and ending , **20**

<b>B</b> Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<b>C</b> Name of organization PGA TOUR, INC.			<b>D</b> Employer identification number 52-0999206
	Doing Business As			<b>E</b> Telephone number (904) 285-3700
	Number and street (or P.O. box if mail is not delivered to street address) 100 PGA TOUR BOULEVARD		Room/suite	
	City or town, state or province, country, and ZIP or foreign postal code PONTE VEDRA BEACH, FL 32082			<b>G</b> Gross receipts \$ 2,017,180,457. <b>H(a)</b> Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <b>H(b)</b> Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) <b>H(c)</b> Group exemption number ▶
<b>F</b> Name and address of principal officer: TIMOTHY W. FINCHEM 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082				
<b>I</b> Tax-exempt status:	<input type="checkbox"/> 501(c)(3)	<input checked="" type="checkbox"/> 501(c)(6) ◀ (insert no.)	<input type="checkbox"/> 4947(a)(1) or	<input type="checkbox"/> 527
<b>J</b> Website: ▶ PGATOUR.COM				
<b>K</b> Form of organization:	<input checked="" type="checkbox"/> Corporation	<input type="checkbox"/> Trust	<input type="checkbox"/> Association	<input type="checkbox"/> Other ▶
<b>L</b> Year of formation: 1974			<b>M</b> State of legal domicile: MD	

## Part I Summary

<b>Activities &amp; Governance</b>	<b>1</b> Briefly describe the organization's mission or most significant activities: TO PROMOTE THE SPORT OF PROFESSIONAL GOLF OF TOURING GOLF PROFESSIONALS.				
	<b>2</b> Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.				
	<b>3</b> Number of voting members of the governing body (Part VI, line 1a)	<b>3</b>	9.		
	<b>4</b> Number of independent voting members of the governing body (Part VI, line 1b)	<b>4</b>	5.		
	<b>5</b> Total number of individuals employed in calendar year 2016 (Part V, line 2a)	<b>5</b>	844.		
	<b>6</b> Total number of volunteers (estimate if necessary)	<b>6</b>	14,864.		
	<b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12	<b>7a</b>	16,889,119.		
<b>b</b> Net unrelated business taxable income from Form 990-T, line 34	<b>7b</b>	3,873,311.			
<b>Revenue</b>	<b>8</b> Contributions and grants (Part VIII, line 1h)	Prior Year	0.	Current Year	0.
	<b>9</b> Program service revenue (Part VIII, line 2g)	959,119,687.	1,013,293,065.	<b>COPY FOR PUBLIC INSPECTION</b>	
	<b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d)	76,852,912.	69,920,895.		
	<b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	189,754,520.	197,524,953.		
	<b>12</b> Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	1,225,727,119.	1,280,738,913.		
<b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3)	47,296,600.	41,521,820.			
<b>Expenses</b>	<b>14</b> Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.		
	<b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	104,982,210.	111,175,623.		
	<b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e)	0.	0.		
	<b>b</b> Total fundraising expenses (Part IX, column (D), line 25) ▶	0.			
	<b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	1,036,357,691.	1,050,285,874.		
	<b>18</b> Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	1,188,636,501.	1,202,983,317.		
<b>19</b> Revenue less expenses. Subtract line 18 from line 12	37,090,618.	77,755,596.			
<b>Net Assets or Fund Balances</b>	<b>20</b> Total assets (Part X, line 16)	Beginning of Current Year	2,339,229,507.	End of Year	2,589,063,558.
	<b>21</b> Total liabilities (Part X, line 26)		1,359,076,421.		1,513,837,477.
	<b>22</b> Net assets or fund balances. Subtract line 21 from line 20.		980,153,086.		1,075,226,081.

## Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

<b>Sign Here</b>	Signature of officer KENNETH SHARKEY	Date 11/14/2017			
	Type or print name and title EVP/CFO				
<b>Paid Preparer Use Only</b>	Print/Type preparer's name KARRIE HEBERT	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN P00445082
	Firm's name ▶ PRICEWATERHOUSECOOPERS LLP	Firm's EIN ▶ 1304008324			
	Firm's address ▶ 4040 WEST BOY SCOUT BLVD, STE 1000 TAMPA, FL 33607	Phone no. 8132182959			

May the IRS discuss this return with the preparer shown above? (see instructions)  Yes  No

For Paperwork Reduction Act Notice, see the separate instructions.

Form **990** (2016)

**Part III** Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

**1** Briefly describe the organization's mission:

ATTACHMENT 1

**2** Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?  Yes  No

If "Yes," describe these new services on Schedule O.

**3** Did the organization cease conducting, or make significant changes in how it conducts, any program services?  Yes  No

If "Yes," describe these changes on Schedule O.

**4** Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

**4a** (Code: \_\_\_\_\_) (Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

ATTACHMENT 2

**4b** (Code: \_\_\_\_\_) (Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

ATTACHMENT 3

**4c** (Code: \_\_\_\_\_) (Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

ATTACHMENT 4

**4d** Other program services (Describe in Schedule O.)

(Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

**4e** Total program service expenses ▶

Part IV Checklist of Required Schedules

Table with 3 columns: Question number, Yes, No. Rows 1-19 with various questions about organization activities and financial reporting.

**Part IV Checklist of Required Schedules (continued)**

		Yes	No
<b>20a</b>	Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H.</i>		X
<b>b</b>	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
<b>21</b>	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II.</i>	X	
<b>22</b>	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III.</i>		X
<b>23</b>	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J.</i>	X	
<b>24a</b>	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a.</i>		X
<b>b</b>	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
<b>c</b>	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
<b>d</b>	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
<b>25a</b>	<b>Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I.</i>		
<b>b</b>	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I.</i>		
<b>26</b>	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II.</i>		X
<b>27</b>	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III.</i>		X
<b>28</b>	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):		
<b>a</b>	A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV.</i>		X
<b>b</b>	A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV.</i>		X
<b>c</b>	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV.</i>		X
<b>29</b>	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M.</i>		X
<b>30</b>	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M.</i>		X
<b>31</b>	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I.</i>		X
<b>32</b>	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II.</i>		X
<b>33</b>	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I.</i>	X	
<b>34</b>	Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1.</i>	X	
<b>35a</b>	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	X	
<b>b</b>	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2.</i>	X	
<b>36</b>	<b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2.</i>		
<b>37</b>	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI.</i>		X
<b>38</b>	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? <b>Note.</b> All Form 990 filers are required to complete Schedule O.	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V [X]

Table with columns for line numbers (1a-14b), descriptions of questions, and Yes/No columns. Includes entries for Form 1096 (2,749), Form W-2G (1), Form W-3 (844), and Form 8886-T. Includes a note about Schedule O for line 13b.

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI [X]

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include 1a (9), 1b (5), 2 (X), 3 (X), 4 (X), 5 (X), 6 (X), 7a (X), 7b (X), 8a (X), 8b (X), 9 (X).

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

Table with 3 columns: Question, Yes, No. Rows include 10a (X), 10b, 11a (X), 11b, 12a (X), 12b (X), 12c (X), 13 (X), 14 (X), 15a (X), 15b (X), 16a (X), 16b.

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed ATTACHMENT 6
18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.
20 State the name, address, and telephone number of the person who possesses the organization's books and records: JEANNE LIGHTCAP 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082 904-285-3700



**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

Check if Schedule O contains a response or note to any line in this Part VII.

**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1)VICTOR F. GANZI CHAIRMAN / PRESIDENT	1.00 1.00	X		X				0.	0.	0.
(2)RANDALL L. STEPHENSON INDEPENDENT DIRECTOR	1.00 0.	X						0.	0.	0.
(3)G. KENNEDY THOMPSON INDEPENDENT DIRECTOR	1.00 0.	X						0.	0.	0.
(4)JOHN B. MCCOY INDEPENDENT DIRECTOR	1.00 0.	X						0.	0.	0.
(5)DEREK SPRAGUE PGA OF AMERICA DIRECTOR	1.00 1.00	X						0.	0.	0.
(6)DAVIS LOVE III PLAYER DIRECTOR / SECRETARY	1.00 1.00	X		X				385,352.	0.	49,359.
(7)BO VAN PELT PLAYER DIRECTOR	1.00 0.	X						38,152.	0.	4,487.
(8)MARK J. WILSON PLAYER DIRECTOR / TREASURER	1.00 1.00	X		X				320,201.	0.	53,846.
(9)JASON BOHN PLAYER DIRECTOR	1.00 0.	X						315,874.	0.	133,333.
(10)TIMOTHY W. FINCHEM COMMISSIONER	40.00 20.00			X				4,330,665.	4,743,555.	181,784.
(11)JOSEPH W. MONAHAN DEPUTY COMMISSIONER	40.00 20.00			X				2,885,442.	1,242,058.	55,487.
(12)EDWARD L. MOORHOUSE PRES-TOUR OPS&GLOBAL BUS. AFRS	40.00 20.00			X				1,397,152.	830,034.	79,214.
(13)RONALD E. PRICE CFO & CAO	40.00 20.00			X				919,144.	1,274,111.	179,388.
(14)THOMAS E. WADE CHIEF COMMERCIAL OFFICER	40.00 20.00			X				1,202,623.	625,656.	118,741.

**Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees** (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
( 15) CHARLES ZINK CHAIR.-GCP;THE PLAYERS & PCUP	40.00 20.00			X				706,465.	1,436,465.	185,340.
( 16) TY M. VOTAW EVP & CHIEF MARKETING OFFICER	40.00 20.00			X				748,950.	647,011.	72,602.
( 17) RICHARD D. ANDERSON EVP GLOBAL MEDIA	40.00 20.00			X				575,561.	777,867.	88,266.
( 18) ALLISON W. KELLER EVP HR & CORPORATE DEVELOPMENT	40.00 20.00			X				706,250.	304,766.	71,208.
( 19) LEONARD BROWN EVP/CHIEF LEGAL OFFICER	40.00 20.00			X				639,829.	211,510.	61,223.
( 20) JAMES A. PAZDER EVP & CHIEF OF OPS	40.00 20.00				X			828,247.	388,852.	94,473.
( 21) GREGORY T. MCLAUGHLIN PRESIDENT CHAMPIONS TOUR	40.00 0.				X			629,836.	0.	61,284.
( 22) WORTH W. CALFEE PRESIDENT WEB.COM TOUR	40.00 20.00				X			463,008.	125,691.	23,433.
( 23) JEANNE F. LIGHTCAP SVP FINANCE	40.00 20.00					X		575,758.	191,920.	119,625.
( 24) PAUL G. JOHNSON EVP INTERNATIONAL AFFAIRS	40.00 20.00					X		646,906.	129,218.	72,654.
( 25) ROSS A. BERLIN SVP PLAYERS AFFAIRS	40.00 0.					X		604,574.	0.	104,264.
<b>1b Sub-total</b> . . . . .								11,794,605.	8,715,414.	855,639.
<b>c Total from continuation sheets to Part VII, Section A</b> . . . . .								8,033,246.	4,539,862.	1,158,762.
<b>d Total (add lines 1b and 1c)</b> . . . . .								19,827,851.	13,255,276.	2,014,401.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ► 280

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual . . . . .	X	
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual . . . . .	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person . . . . .		X

**Section B. Independent Contractors**

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
ATTACHMENT 7		

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization ► 504



Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII. X

Table with columns: (A) Total revenue, (B) Related or exempt function revenue, (C) Unrelated business revenue, (D) Revenue excluded from tax under sections 512-514. Rows include Contributions, Gifts, Grants and Other Similar Amounts; Program Service Revenue; and Other Revenue.

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX  X

<b>Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.</b>	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 . . . . .	40,661,011.			
2 Grants and other assistance to domestic individuals. See Part IV, line 22 . . . . .	0.			
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16 . . . . .	860,809.			
4 Benefits paid to or for members . . . . .	0.			
5 Compensation of current officers, directors, trustees, and key employees . . . . .	20,537,215.			
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) . . . . .	0.			
7 Other salaries and wages . . . . .	74,000,691.			
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	907,389.			
9 Other employee benefits . . . . .	10,780,159.			
10 Payroll taxes . . . . .	4,950,169.			
11 Fees for services (non-employees):				
a Management . . . . .	0.			
b Legal . . . . .	1,952,870.			
c Accounting . . . . .	505,657.			
d Lobbying . . . . .	87,997.			
e Professional fundraising services. See Part IV, line 17.	0.			
f Investment management fees . . . . .	1,463,301.			
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O.) <b>ATCH 9</b>	540,582,362.			
12 Advertising and promotion . . . . .	10,106,644.			
13 Office expenses . . . . .	5,119,759.			
14 Information technology . . . . .	3,863,286.			
15 Royalties . . . . .	254,608.			
16 Occupancy . . . . .	5,766,358.			
17 Travel . . . . .	20,666,250.			
18 Payments of travel or entertainment expenses for any federal, state, or local public officials	0.			
19 Conferences, conventions, and meetings . . . . .	1,059,246.			
20 Interest . . . . .	4,959,623.			
21 Payments to affiliates . . . . .	0.			
22 Depreciation, depletion, and amortization . . . . .	8,704,319.			
23 Insurance . . . . .	2,154,549.			
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a TV/PRODUCTION/BROADCAST	177,642,489.			
b ALLOCATION TO SPONSORS	65,521,548.			
c TOURNAMENT OPERATIONS	52,498,218.			
d PLAYER RETIREMENT EARNINGS	48,941,632.			
e All other expenses	98,435,158.			
<b>25 Total functional expenses.</b> Add lines 1 through 24e	1,202,983,317.			
<b>26 Joint costs.</b> Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720) . . . . .	0.			

**Part X Balance Sheet**

Check if Schedule O contains a response or note to any line in this Part X.

		(A) Beginning of year		(B) End of year
<b>Assets</b>	<b>1</b> Cash - non-interest-bearing	7,922,571.	<b>1</b>	7,445,728.
	<b>2</b> Savings and temporary cash investments	108,193,494.	<b>2</b>	107,575,887.
	<b>3</b> Pledges and grants receivable, net	0.	<b>3</b>	0.
	<b>4</b> Accounts receivable, net	51,146,133.	<b>4</b>	68,595,725.
	<b>5</b> Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L	0.	<b>5</b>	0.
	<b>6</b> Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L	0.	<b>6</b>	0.
	<b>7</b> Notes and loans receivable, net	313,379,490.	<b>7</b>	317,272,962.
	<b>8</b> Inventories for sale or use	480,926.	<b>8</b>	399,795.
	<b>9</b> Prepaid expenses and deferred charges	16,681,165.	<b>9</b>	27,996,483.
	<b>10a</b> Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	<b>10a</b> 159,202,802.		
	<b>b</b> Less: accumulated depreciation	<b>10b</b> 96,131,623.	47,712,653.	<b>10c</b> 63,071,179.
	<b>11</b> Investments - publicly traded securities	80,630,124.	<b>11</b>	70,652,671.
	<b>12</b> Investments - other securities. See Part IV, line 11	392,702,384.	<b>12</b>	526,435,464.
	<b>13</b> Investments - program-related. See Part IV, line 11	1,308,544,382.	<b>13</b>	1,381,585,001.
	<b>14</b> Intangible assets	723,517.	<b>14</b>	1,650,789.
	<b>15</b> Other assets. See Part IV, line 11	11,112,668.	<b>15</b>	16,381,874.
<b>16 Total assets.</b> Add lines 1 through 15 (must equal line 34)	2,339,229,507.	<b>16</b>	2,589,063,558.	
<b>Liabilities</b>	<b>17</b> Accounts payable and accrued expenses	129,849,165.	<b>17</b>	141,087,000.
	<b>18</b> Grants payable	0.	<b>18</b>	0.
	<b>19</b> Deferred revenue	137,248,980.	<b>19</b>	193,128,287.
	<b>20</b> Tax-exempt bond liabilities	0.	<b>20</b>	0.
	<b>21</b> Escrow or custodial account liability. Complete Part IV of Schedule D	500,787.	<b>21</b>	500,787.
	<b>22</b> Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L	0.	<b>22</b>	0.
	<b>23</b> Secured mortgages and notes payable to unrelated third parties	7,411,260.	<b>23</b>	6,740,597.
	<b>24</b> Unsecured notes and loans payable to unrelated third parties	0.	<b>24</b>	0.
	<b>25</b> Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	1,084,066,229.	<b>25</b>	1,172,380,806.
	<b>26 Total liabilities.</b> Add lines 17 through 25	1,359,076,421.	<b>26</b>	1,513,837,477.
<b>Net Assets or Fund Balances</b>	<b>Organizations that follow SFAS 117 (ASC 958), check here</b> <input type="checkbox"/> <b>and complete lines 27 through 29, and lines 33 and 34.</b>			
	<b>27</b> Unrestricted net assets		<b>27</b>	
	<b>28</b> Temporarily restricted net assets		<b>28</b>	
	<b>29</b> Permanently restricted net assets		<b>29</b>	
	<b>Organizations that do not follow SFAS 117 (ASC 958), check here</b> <input checked="" type="checkbox"/> <b>and complete lines 30 through 34.</b>			
	<b>30</b> Capital stock or trust principal, or current funds	0.	<b>30</b>	0.
	<b>31</b> Paid-in or capital surplus, or land, building, or equipment fund	33,750.	<b>31</b>	33,750.
	<b>32</b> Retained earnings, endowment, accumulated income, or other funds	980,119,336.	<b>32</b>	1,075,192,331.
<b>33</b> Total net assets or fund balances	980,153,086.	<b>33</b>	1,075,226,081.	
<b>34</b> Total liabilities and net assets/fund balances	2,339,229,507.	<b>34</b>	2,589,063,558.	

**Part XI Reconciliation of Net Assets**

Check if Schedule O contains a response or note to any line in this Part XI.

<b>1</b>	Total revenue (must equal Part VIII, column (A), line 12)	<b>1</b>	1,280,738,913.
<b>2</b>	Total expenses (must equal Part IX, column (A), line 25)	<b>2</b>	1,202,983,317.
<b>3</b>	Revenue less expenses. Subtract line 2 from line 1	<b>3</b>	77,755,596.
<b>4</b>	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	<b>4</b>	980,153,086.
<b>5</b>	Net unrealized gains (losses) on investments	<b>5</b>	4,048,046.
<b>6</b>	Donated services and use of facilities	<b>6</b>	0.
<b>7</b>	Investment expenses	<b>7</b>	0.
<b>8</b>	Prior period adjustments	<b>8</b>	0.
<b>9</b>	Other changes in net assets or fund balances (explain in Schedule O)	<b>9</b>	13,269,353.
<b>10</b>	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	<b>10</b>	1,075,226,081.

**Part XII Financial Statements and Reporting**

Check if Schedule O contains a response or note to any line in this Part XII.

- 1** Accounting method used to prepare the Form 990:  Cash  Accrual  Other \_\_\_\_\_  
If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.
- 2a** Were the organization's financial statements compiled or reviewed by an independent accountant? . . . . .  
If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:  
 Separate basis  Consolidated basis  Both consolidated and separate basis
- b** Were the organization's financial statements audited by an independent accountant? . . . . .  
If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:  
 Separate basis  Consolidated basis  Both consolidated and separate basis
- c** If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.
- 3a** As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? . . . . .
- b** If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.

	Yes	No
<b>2a</b>		X
<b>2b</b>	X	
<b>2c</b>	X	
<b>3a</b>		X
<b>3b</b>		

**SCHEDULE C**  
**(Form 990 or 990-EZ)**

**Political Campaign and Lobbying Activities**

OMB No. 1545-0047

**2016**

**Open to Public Inspection**

**For Organizations Exempt From Income Tax Under section 501(c) and section 527**

Department of the Treasury  
Internal Revenue Service

▶ **Complete if the organization is described below.** ▶ **Attach to Form 990 or Form 990-EZ.**  
▶ **Information about Schedule C (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).**

**If the organization answered "Yes," on Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then**

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
- Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
- Section 527 organizations: Complete Part I-A only.

**If the organization answered "Yes," on Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then**

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

**If the organization answered "Yes," on Form 990, Part IV, line 5 (Proxy Tax) (see separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (see separate instructions), then**

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization PGA TOUR, INC.	Employer identification number 52-0999206
--	--

**Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.**

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV. (see instructions for definition of "political campaign activities")
- 2 Political campaign activity expenditures (see instructions) . . . . . ▶ \$ \_\_\_\_\_
- 3 Volunteer hours for political campaign activities (see instructions) . . . . . \_\_\_\_\_

**Part I-B Complete if the organization is exempt under section 501(c)(3).**

- 1 Enter the amount of any excise tax incurred by the organization under section 4955. . . . . ▶ \$ \_\_\_\_\_
- 2 Enter the amount of any excise tax incurred by organization managers under section 4955 . . . . . ▶ \$ \_\_\_\_\_
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? . . . . .  Yes  No
- 4a Was a correction made? . . . . .  Yes  No
- b If "Yes," describe in Part IV.

**Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).**

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities. . . . . ▶ \$ \_\_\_\_\_
- 2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities . . . . . ▶ \$ \_\_\_\_\_
- 3 Total exempt function expenditures. Add lines 1 and 2. Enter here and on Form 1120-POL, line 17b . . . . . ▶ \$ \_\_\_\_\_
- 4 Did the filing organization file **Form 1120-POL** for this year? . . . . .  Yes  No
- 5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments. For each organization listed, enter the amount paid from the filing organization's funds. Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC). If additional space is needed, provide information in Part IV.

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-.	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-.
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule C (Form 990 or 990-EZ) 2016



**Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).**

- A** Check  if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures).
- B** Check  if the filing organization checked box A and "limited control" provisions apply.

<b>Limits on Lobbying Expenditures</b> (The term "expenditures" means amounts paid or incurred.)	(a) Filing organization's totals	(b) Affiliated group totals												
<b>1a</b> Total lobbying expenditures to influence public opinion (grass roots lobbying) . . . . .														
<b>b</b> Total lobbying expenditures to influence a legislative body (direct lobbying) . . . . .														
<b>c</b> Total lobbying expenditures (add lines 1a and 1b) . . . . .														
<b>d</b> Other exempt purpose expenditures . . . . .														
<b>e</b> Total exempt purpose expenditures (add lines 1c and 1d) . . . . .														
<b>f</b> Lobbying nontaxable amount. Enter the amount from the following table in both columns.														
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%; text-align: left;">If the amount on line 1e, column (a) or (b) is:</th> <th style="width: 70%; text-align: left;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e.</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000.</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000.</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000.</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000.</td> </tr> </tbody> </table>	If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e.	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.	Over \$17,000,000	\$1,000,000.		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:													
Not over \$500,000	20% of the amount on line 1e.													
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.													
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.													
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.													
Over \$17,000,000	\$1,000,000.													
<b>g</b> Grassroots nontaxable amount (enter 25% of line 1f) . . . . .														
<b>h</b> Subtract line 1g from line 1a. If zero or less, enter -0- . . . . .														
<b>i</b> Subtract line 1f from line 1c. If zero or less, enter -0- . . . . .														
<b>j</b> If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year? . . . . .		<input type="checkbox"/> Yes <input type="checkbox"/> No												

**4-Year Averaging Period Under section 501(h)**

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the separate instructions for lines 2a through 2f.)

<b>Lobbying Expenditures During 4-Year Averaging Period</b>					
Calendar year (or fiscal year beginning in)	(a) 2013	(b) 2014	(c) 2015	(d) 2016	(e) Total
<b>2a</b> Lobbying nontaxable amount					
<b>b</b> Lobbying ceiling amount (150% of line 2a, column (e))					
<b>c</b> Total lobbying expenditures					
<b>d</b> Grassroots nontaxable amount					
<b>e</b> Grassroots ceiling amount (150% of line 2d, column (e))					
<b>f</b> Grassroots lobbying expenditures					

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

Table with 3 main columns: (a) Yes/No, (b) Amount. Rows include: 1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation...; 2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?; b If "Yes," enter the amount of any tax incurred under section 4912; c If "Yes," enter the amount of any tax incurred by organization managers under section 4912; d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

Table with 3 columns: Question, Yes, No. Rows include: 1 Were substantially all (90% or more) dues received nondeductible by members?; 2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?; 3 Did the organization agree to carry over lobbying and political campaign activity expenditures from the prior year?

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No," OR (b) Part III-A, line 3, is answered "Yes."

Table with 3 columns: Question, Yes, No. Rows include: 1 Dues, assessments and similar amounts from members; 2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid); 3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues; 4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?; 5 Taxable amount of lobbying and political expenditures (see instructions)

Part IV Supplemental Information

Provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5; Part II-A (affiliated group list); Part II-A, lines 1 and 2 (see instructions); and Part II-B, line 1. Also, complete this part for any additional information.

Blank lines for providing supplemental information as requested in the instructions.

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**Part IV** Supplemental Information *(continued)*

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SCHEDULE D (Form 990)

Supplemental Financial Statements

OMB No. 1545-0047

Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.

2016

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Attach to Form 990.

Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

Name of the organization

Employer identification number

PGA TOUR, INC.

52-0999206

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include: 1 Total number at end of year, 2 Aggregate value of contributions to (during year), 3 Aggregate value of grants from (during year), 4 Aggregate value at end of year, 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?, 6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?

Part II Conservation Easements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

Table with 2 columns: Held at the End of the Tax Year. Rows include: 1 Purpose(s) of conservation easements held by the organization (check all that apply), 2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year., 3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year, 4 Number of states where property subject to conservation easement is located, 5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds?, 6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year, 7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year, 8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)?, 9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

Table with 2 columns: Revenue, Assets. Rows include: 1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items., 1b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items: (i) Revenue included in Form 990, Part VIII, line 1, (ii) Assets included in Form 990, Part X., 2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items: a Revenue included in Form 990, Part VIII, line 1, b Assets included in Form 990, Part X.

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule D (Form 990) 2016

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

- 3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):
a Public exhibition
b Scholarly research
c Preservation for future generations
d Loan or exchange programs
e Other
4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.
5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?

Part IV Escrow and Custodial Arrangements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

- 1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?
b If "Yes," explain the arrangement in Part XIII and complete the following table:
Table with columns: Amount, 1c Beginning balance, 1d Additions during the year, 1e Distributions during the year, 1f Ending balance
2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?
b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII

Part V Endowment Funds.

Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

Table with 6 columns: (a) Current year, (b) Prior year, (c) Two years back, (d) Three years back, (e) Four years back. Rows include: 1a Beginning of year balance, b Contributions, c Net investment earnings, gains, and losses, d Grants or scholarships, e Other expenditures for facilities and programs, f Administrative expenses, g End of year balance.

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

- a Board designated or quasi-endowment %
b Permanent endowment %
c Temporarily restricted endowment %
The percentages on lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

Table with 3 columns: (i) unrelated organizations, (ii) related organizations, b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?
Sub-table with columns: Yes, No. Rows: 3a(i), 3a(ii), 3b

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Table with 5 columns: (a) Cost or other basis (investment), (b) Cost or other basis (other), (c) Accumulated depreciation, (d) Book value. Rows include: 1a Land, b Buildings, c Leasehold improvements, d Equipment, e Other, Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)

**Part VII Investments - Other Securities.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives . . . . .		
(2) Closely-held equity interests . . . . .		
(3) Other		
(A) PGA TOUR HOLDINGS, INC. & SUBS	519,730,738.	COST
(B) INVESTMENT PARTNERSHIPS	6,704,726.	FMV
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 12.) ▶	526,435,464.	

**Part VIII Investments - Program Related.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) SECURITIES & MUTUAL FUNDS	1,290,082,641.	FMV
(2) ANNUITIES	71,060,984.	FMV
(3) INVESTMENT PARTNERSHIPS	20,441,376.	FMV
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 13.) ▶	1,381,585,001.	

**Part IX Other Assets.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 15.) . . . . . ▶	

**Part X Other Liabilities.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) ACCRUED RESERVES	9,608,298.
(3) LONG TERM ACCRUED EXPENSES	25,962,453.
(4) PLAYER RETIREMENT PLANS	1,067,471,142.
(5) AFFILIATED PAYABLES	69,338,913.
(6)	
(7)	
(8)	
(9)	
<b>Total.</b> (Column (b) must equal Form 990, Part X, col. (B) line 25.) ▶	1,172,380,806.

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII

**Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

Table with 5 main rows and sub-rows (a-e) for adjustments. Columns include descriptions, sub-headers (2a-2d, 4a-4b), and totals (2e, 3, 4c, 5).

**Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.**

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

Table with 5 main rows and sub-rows (a-e) for adjustments. Columns include descriptions, sub-headers (2a-2d, 4a-4b), and totals (2e, 3, 4c, 5).

**Part XIII Supplemental Information.**

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

SEE PAGE 5

Multiple horizontal lines provided for entering supplemental information.

**Part XIII** Supplemental Information (continued)

PART IV, LINE 2B

TRUST ESCROW AND CUSTODIAL ARRANGEMENT - ESCROW DEPOSIT FOR  
SECURITIZATION OF HOST ORGANIZATION FOR US EVENT.

PART X, LINE 2 - FIN 48 FOOTNOTE

THE TOUR HAS INTERNATIONAL UNCERTAIN TAX POSITIONS RESULTING IN AN  
UNRECOGNIZED TAX BENEFIT OF \$8.8 MILLION. THE TOUR ACCRUES INTEREST AND  
PENALTIES RELATED TO THE INTERNATIONAL UNCERTAIN TAX POSITIONS FROM PRIOR  
YEARS AS A TAX EXPENSE. AS OF DECEMBER 31, 2016, A TOTAL OF \$.8 MILLION  
OF INTEREST HAS BEEN ACCRUED AS PART OF THE LIABILITY IN THE STATEMENT OF  
FINANCIAL POSITION.



**SCHEDULE F  
(Form 990)**

**Statement of Activities Outside the United States**

OMB No. 1545-0047

**2016**

**Open to Public Inspection**

Department of the Treasury  
Internal Revenue Service

- ▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 14b, 15, or 16.
- ▶ Attach to Form 990.
- ▶ Information about Schedule F (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Name of the organization

PGA TOUR, INC.

Employer identification number

52-0999206

**Part I** **General Information on Activities Outside the United States.** Complete if the organization answered "Yes" on Form 990, Part IV, line 14b.

- 1 **For grantmakers.** Does the organization maintain records to substantiate the amount of its grants and other assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? . . . . .  **Yes**  **No**
- 2 **For grantmakers.** Describe in Part V the organization's procedures for monitoring the use of its grants and other assistance outside the United States.

3 **Activities per Region.** (The following Part I, line 3 table can be duplicated if additional space is needed.)

(a) Region	(b) Number of offices in the region	(c) Number of employees, agents, and independent contractors in the region	(d) Activities conducted in the region (by type) (such as, fundraising, program services, investments, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in the region	(f) Total expenditures for and investments in the region
(1) CENTRAL AMERICA/CARIBBEAN			PROGRAM SERVICES	TELEVISION RIGHTS	
(2) NORTH AMERICA			PROGRAM SERVICES	TELEVISION RIGHTS	
(3) EUROPE			PROGRAM SERVICES	TELEVISION RIGHTS	
(4) EAST ASIA AND THE PACIFIC			PROGRAM SERVICES	TELEVISION RIGHTS	
(5) SUB-SAHARAN AFRICA			PROGRAM SERVICES	TELEVISION RIGHTS	
(6) SOUTH AMERICA			PROGRAM SERVICES	TELEVISION RIGHTS	
(7) SOUTH ASIA			PROGRAM SERVICES	TELEVISION RIGHTS	
(8) MIDDLE EAST AND NORTH AFRICA			PROGRAM SERVICES	TELEVISION RIGHTS	
(9) EAST ASIA AND THE PACIFIC	3.	11.	PROGRAM SERVICES	TOURNAMENT MANAGED	1,197,891.
(10) NORTH AMERICA	1.	7.	PROGRAM SERVICES	TOURNAMENT MANAGED	421,627.
(11) SOUTH AMERICA		1.	PROGRAM SERVICES	SANCTIONED EVENTS	2,238.
(12) EAST ASIA AND THE PACIFIC			GRANTMAKING		557,264.
(13) NORTH AMERICA			GRANTMAKING		303,545.
(14) NORTH AMERICA			INVESTMENTS		521,054.
(15) SOUTH AMERICA			INVESTMENTS		202,163.
(16) EAST ASIA AND THE PACIFIC			INVESTMENTS		3,471,443.
(17)					
<b>3a</b> Sub-total . . . . .	4.	19.			6,677,225.
<b>b</b> Total from continuation sheets to Part I . . . . .					
<b>c</b> <b>Totals</b> (add lines 3a and 3b)	4.	19.			6,677,225.

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule F (Form 990) 2016

**Part II** **Grants and Other Assistance to Organizations or Entities Outside the United States.** Complete if the organization answered "Yes" on Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Part II can be duplicated if additional space is needed.

1	(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of noncash assistance	(h) Description of noncash assistance	(i) Method of valuation (book, FMV, appraisal, other)
(1)			NORTH AMERICA	GENERAL SUPP	9,282.	WIRE			
(2)			NORTH AMERICA	GENERAL SUPP	9,717.	WIRE			
(3)			NORTH AMERICA	GENERAL SUPP	9,247.	WIRE			
(4)			NORTH AMERICA	GENERAL SUPP	9,493.	WIRE			
(5)			NORTH AMERICA	GENERAL SUPP	9,259.	WIRE			
(6)			NORTH AMERICA	GENERAL SUPP	9,517.	WIRE			
(7)			NORTH AMERICA	GENERAL SUPP	9,582.	WIRE			
(8)			NORTH AMERICA	GENERAL SUPP	9,517.	WIRE			
(9)			EAST ASIA/PACIFIC	GENERAL SUPP	400,000.	WIRE			
(10)			NORTH AMERICA	GENERAL SUPP	9,329.	WIRE			
(11)			NORTH AMERICA	GENERAL SUPP	185,000.	WIRE			
(12)			NORTH AMERICA	GENERAL SUPP	9,334.	WIRE			
(13)			NORTH AMERICA	GENERAL SUPP	19,268.	WIRE			
(14)			EAST ASIA/PACIFIC	GENERAL SUPP	153,666.	WIRE			
(15)									
(16)									

2 Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter. 2.

3 Enter total number of other organizations or entities. 12.

**Part III** **Grants and Other Assistance to Individuals Outside the United States.** Complete if the organization answered "Yes" on Form 990, Part IV, line 16.  
Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of noncash assistance	(g) Description of noncash assistance	(h) Method of valuation (book, FMV, appraisal, other)
(1)							
(2)							
(3)							
(4)							
(5)							
(6)							
(7)							
(8)							
(9)							
(10)							
(11)							
(12)							
(13)							
(14)							
(15)							
(16)							
(17)							
(18)							

**Part IV Foreign Forms**

- 1 Was the organization a U.S. transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926, Return by a U.S. Transferor of Property to a Foreign Corporation (see Instructions for Form 926)* . . . . .  Yes  No
  
- 2 Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to separately file Form 3520, Annual Return To Report Transactions With Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U.S. Owner (see Instructions for Forms 3520 and 3520-A; do not file with Form 990)* . . . . .  Yes  No
  
- 3 Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U.S. Persons With Respect To Certain Foreign Corporations (see Instructions for Form 5471)* . . . . .  Yes  No
  
- 4 Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund (see Instructions for Form 8621)* . . . . .  Yes  No
  
- 5 Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U.S. Persons With Respect to Certain Foreign Partnerships (see Instructions for Form 8865)* . . . . .  Yes  No
  
- 6 Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to separately file Form 5713, International Boycott Report (see Instructions for Form 5713; do not file with Form 990)* . . . . .  Yes  No

**Part V Supplemental Information**

Provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs. expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information (see instructions).

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SCHEDULE F, PART I LN 2

THE PGA TOUR ENSURES THAT FOREIGN ORGANIZATIONS RECEIVING GRANTS ARE THE EQUIVALENT OF A U.S EXEMPT ORGANIZATION OR AN ORGANIZATION WHOSE PURPOSE IS IN LINE WITH PGA TOUR'S EXEMPT PURPOSE PRIOR TO DISTRIBUTING GRANTS.

SCHEDULE F, PART I LN 3, COLUMN (F)

PGA TOUR, INC. USES THE ACCRUAL METHOD OF ACCOUNTING TO DETERMINE EXPENDITURES FOR ACTIVITIES CONDUCTED IN EACH LISTED REGION AND ON PGA TOUR, INC.'S AUDITED FINANCIAL STATEMENTS.

SCHEDULE F, PART II LN 1

PGA TOUR, INC. USES THE ACCRUAL METHOD TO DETERMINE GRANTS ON SCHEDULE F, PART II LN 1 AND AS REPORTED ON PGA TOUR, INC.'S AUDITED FINANCIAL STATEMENTS.

**SCHEDULE I  
(Form 990)**

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

OMB No. 1545-0047

**2016**

**Open to Public  
Inspection**

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

▶ Attach to Form 990.

▶ Information about Schedule I (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Department of the Treasury  
Internal Revenue Service

Name of the organization  
PGA TOUR, INC.

Employer identification number  
52-0999206

**Part I General Information on Grants and Assistance**

- Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?  Yes  No
- Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

**Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments.** Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
(1) 26.2 WITH DONNA THE NATIONAL MARATHON TO FI 11762 MARCO BEACH DR, #6	26-2736601	501(C)(3)	47,401.				GENERAL SUPPORT
(2) ADVOCATES USA 4859 SLAUSON AVE, STE 335	20-8922261	501(C)(3)	20,000.				GENERAL SUPPORT
(3) ALLINA HEALTH SYSTEM PO BOX 49785 BLAINE, MN 55449	36-3261413	501(C)(3)	10,000.				GENERAL SUPPORT
(4) ALS ASSOCIATION GREATER PHILADELPHIA CHAPTE 321 NORRISTOWN RD, STE 260 AMBLER, PA 19002	23-2387205	501(C)(3)	10,000.				GENERAL SUPPORT
(5) ALZHEIMER'S DISEASE AND RELATED DISORDERS A 225 N MICHIGAN AVE, FL 17 CHICAGO, IL 60601	13-3039601	501(C)(3)	10,600.				GENERAL SUPPORT
(6) AMERICAN CANCER SOCIETY 250 WILLIAMS ST NW ATLANTA, GA 30303	13-1788491	501(C)(3)	12,175.				GENERAL SUPPORT
(7) AMERICAN HEART ASSOCIATION, INC 7272 GREENVILLE AVE DALLAS, TX 75231	13-5613797	501(C)(3)	12,080.				GENERAL SUPPORT
(8) AMERICAN JUNIOR GOLF ASSOCIATION 1980 SPORTS CLUB DR BRASELTON, GA 30517	58-1433914	501(C)(3)	35,000.				GENERAL SUPPORT
(9) AMERICAN NATIONAL RED CROSS 431 18TH ST, NW WASHINGTON, DC 20006	53-0196605	501(C)(3)	109,400.				GENERAL SUPPORT
(10) ANGELWOOD, INC 4674-2 HOOD RD JACKSONVILLE, FL 32257	59-3212078	501(C)(3)	21,825.	1,000.	FMV	MISC	GENERAL SUPPORT
(11) ANN SILVERMAN COMMUNITY HEALTH CLINIC 595 W STATE ST DOYLESTOWN, PA 18901	23-2892823	501(C)(3)	7,145.				GENERAL SUPPORT
(12) ARIZONA BLIND AND DEAF CHILDREN'S FOUNDATIO 3957 E SPEEDWAY BLVD, #208 TUCSON, AZ 85712	86-1048256	501(C)(3)	10,000.				GENERAL SUPPORT

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ▶

3 Enter total number of other organizations listed in the line 1 table ▶

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule I (Form 990) (2016)

**SCHEDULE I  
(Form 990)**

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

OMB No. 1545-0047

**2016**

**Open to Public  
Inspection**

Department of the Treasury  
Internal Revenue Service

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.  
▶ Attach to Form 990.

▶ Information about Schedule I (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Name of the organization  
PGA TOUR, INC.

Employer identification number  
52-0999206

**Part I General Information on Grants and Assistance**

- Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?  Yes  No
- Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

**Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments.** Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
(1) ARNIE'S ARMY CHARITABLE FOUNDATION, INC 9000 BAY HILL BLVD ORLANDO, FL 32819	46-5468220	501(C)(3)	222,529.				GENERAL SUPPORT
(2) ATLANTA JUNIOR GOLF ASSOCIATION 1425 ELLSWORTH INDUSTRIAL DR, STE 8	58-1274404	501(C)(3)	10,000.				GENERAL SUPPORT
(3) AUDUBON SOCIETY OF NYS, INC 120 DEFREEST DR TROY, NY 12180	14-1698061	501(C)(3)	10,000.				GENERAL SUPPORT
(4) AUSTIN PARKS FOUNDATION 507 CALLES ST, #116 AUSTIN, TX 78702	74-2648803	501(C)(3)	100,000.				GENERAL SUPPORT
(5) BAPTIST HEALTH SYSTEM FOUNDATION, INC 3563 PHILIPS HWY, BLD F, STE 608	59-2487135	501(C)(3)	174,550.	630.	FMV	MISC	GENERAL SUPPORT
(6) BARBARA BUSH FOUNDATION FOR FAMILY LITERACY 516 N ADAMS ST TALLAHASSEE, FL 32301	26-0587238	501(C)(3)	10,000.				GENERAL SUPPORT
(7) BARTRAM BEARS ATHLETIC BOOSTER CLUB 1800 E WILLOW BRANCH LANE	38-3652548	501(C)(3)	25,575.				GENERAL SUPPORT
(8) BASCA, INC 841 PLAINFIELD AVE ORANGE PARK, FL 32073	59-3318252	501(C)(3)	10,000.				GENERAL SUPPORT
(9) BEACHES EMERGENCY ASSISTANCE MINISTRY, INC 850 6TH AVE S, #400	59-2564222	501(C)(3)	6,000.				GENERAL SUPPORT
(10) BEACHES FINE ARTS SERIES, INC 416 12TH AVE N JACKSONVILLE BEACH, FL 32250	59-2989136	501(C)(3)	10,000.				GENERAL SUPPORT
(11) BEACHES TOWN CENTER AGENCY, INC 200 FIRST ST NEPTUNE BEACH, FL 32266	59-3158509	501(C)(3)	30,000.				GENERAL SUPPORT
(12) BFC COLONIAL, INC 3735 COUNTRY CLUB CIRCLE	46-3211083	501(C)(3)	234,229.				GENERAL SUPPORT

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3 Enter total number of other organizations listed in the line 1 table ▶

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Schedule I (Form 990) (2016)

**SCHEDULE I  
(Form 990)**

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

OMB No. 1545-0047

**2016**

**Open to Public  
Inspection**

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

▶ Attach to Form 990.

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Department of the Treasury  
Internal Revenue Service

Name of the organization

PGA TOUR, INC.

Employer identification number

52-0999206

**Part I General Information on Grants and Assistance**

- Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?  Yes  No
- Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

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1 (a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
(1) BIG BROTHERS & BIG SISTERS OF NORTHEAST FLO 40 EAST ADAMS ST, STE 220	59-0683256	501(C)(3)	16,600.				GENERAL SUPPORT
(2) BILL HILLARY & CHELSEA CLINTON FOUNDATION 610 PRESIDENT CLINTON AVE	31-1580204	501(C)(3)	275,000.				GENERAL SUPPORT
(3) BISHOP KENNY HIGH SCHOOL 1055 KINGMAN AVE JACKSONVILLE, FL 32207	59-0693090	501(C)(3)	7,000.				GENERAL SUPPORT
(4) BLESSINGS IN A BACKPACK, INC PO BOX 8824 FLEMING ISLAND, FL 32006	26-1964620	501(C)(3)	6,300.				GENERAL SUPPORT
(5) BOARD OF TRUSTEES FOR THE FLORIDA SCHOOL FO 207 N SAN MARCO AVE ST AUGUSTINE, FL 32084	59-3206619	501(C)(3)	6,650.				GENERAL SUPPORT
(6) BOCA RATON CHAMPIONS GOLF CHARITIES, INC 1141 S ROGERS CIRCLE, STE 1	20-5233544	501(C)(3)	10,000.				GENERAL SUPPORT
(7) BOY SCOUTS OF AMERICA 1325 W WALNUT HILL LN IRVING, TX 72015	22-1576300	501(C)(3)	52,371.				GENERAL SUPPORT
(8) BOYS & GIRLS CLUBS OF LA HABRA 1211 FAHRINGER WAY LA HABRA, CA 90631	95-1922180	501(C)(3)	6,429.				GENERAL SUPPORT
(9) BOYS AND GIRLS CLUB OF NORTHEAST FLORIDA 555 W 25TH ST JACKSONVILLE, FL 32206	59-6167630	501(C)(3)	57,875.				GENERAL SUPPORT
(10) BOYS AND GIRLS CLUBS OF AUSTIN AND TRAVIS C 5407 N INTERSTATE 35, STE 400	74-6087356	501(C)(3)	100,000.				GENERAL SUPPORT
(11) BROOME COUNTY COMMUNITY CHARITIES, INC PO BOX 5571 ENDICOTT, NY 13763	23-7379949	501(C)(3)	10,000.				GENERAL SUPPORT
(12) BRUCE EDWARDS ALS RESEARCH FOUNDATION, INC 90 STATE HOUSE SQUARE HARTFORD, CT 06103	20-4185551	501(C)(3)	8,400.				GENERAL SUPPORT

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<b>(1)</b> BUCKNELL UNIVERSITY 301 MARKET ST, STE 2 LEWISBURG, PA 17837	24-0772407	501(C)(3)	20,000.				GENERAL SUPPORT
<b>(2)</b> CAMP HARBOR VIEW FOUNDATION, INC 200 CLARENDON ST, 60TH FL BOSTON, MA 02116	75-3235491	501(C)(3)	10,000.				GENERAL SUPPORT
<b>(3)</b> CATHEDRAL ARTS PROJECT, INC 4063 SALISBURY RD, STE 107	59-3672453	501(C)(3)	10,000.				GENERAL SUPPORT
<b>(4)</b> CATHOLIC CHARITIES BUREAU, INC 134 E CHURCH ST, STE 2	59-0862770	501(C)(3)	10,751.				GENERAL SUPPORT
<b>(5)</b> CENTURY CLUB CHARITIES, INC 285 MARKETRIDGE DR RIDGELAND, MS 39157	64-0843787	501(C)(3)	195,000.				GENERAL SUPPORT
<b>(6)</b> CENTURY CLUB OF SAN DIEGO 9404 GENESEE AVE, STE 310	95-2145967	501(C)(3)	509,504.				GENERAL SUPPORT
<b>(7)</b> CHAMPIONS FOR EDUCATION, INC 4201 CONGRESS ST, STE 420	02-0615986	501(C)(3)	175,000.				GENERAL SUPPORT
<b>(8)</b> CHAUTAUQUA REGION INDUSTRIAL DEVELOPMENT CO 201 W 3RD ST, STE 115 JAMESTOWN, NY 14701	16-1287627	501(C)(3)	95,000.				GENERAL SUPPORT
<b>(9)</b> CHILD CANCER FUND, INC 4720 SALISBURY RD JACKSONVILLE, FL 32256	59-3359840	501(C)(3)	5,125.				GENERAL SUPPORT
<b>(10)</b> CHILDREN'S GOLF FOUNDATION, INC 7301 N HAVERHILL RD	65-0262208	501(C)(3)	52,000.				GENERAL SUPPORT
<b>(11)</b> CHILDREN'S BUREAU OF SOUTHERN CALIFORNIA 1910 MAGNOLIA AVE LOS ANGELES, CA 90007	95-1690975	501(C)(3)	6,429.				GENERAL SUPPORT
<b>(12)</b> CHILDREN'S HEALTHCARE CHARITY, INC 3300 PGA BLVD, #800	20-4394654	501(C)(3)	233,885.				GENERAL SUPPORT

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<b>(1)</b> CHILDREN'S MIRACLE NETWORK 580 W 8TH ST, TOWER 1, STE 3510	87-0387205	501(C)(3)	12,700.				GENERAL SUPPORT
<b>(2)</b> CHILDREN'S MUSEUM OF ST JOHNS P.O. BOX 209 ST AUGUSTINE, FL 32085	83-0484438	501(C)(3)	50,000.				GENERAL SUPPORT
<b>(3)</b> CHILDREN'S OF ALABAMA 1600 7TH AVE S BIRMINGHAM, AL 35233	63-0307306	501(C)(3)	209,416.				GENERAL SUPPORT
<b>(4)</b> CHRIST EPISCOPAL CHURCH 400 SAN JUAN DR PONTE VEDRA BEACH, FL 32082	59-0806965	501(C)(3)	33,805.				GENERAL SUPPORT
<b>(5)</b> CITY OF HOPE 1055 WILSHIRE BLVD, 11TH FL	95-3435919	501(C)(3)	566,500.				GENERAL SUPPORT
<b>(6)</b> CITY RESCUE MISSION 426 S MCDUFF AVE JACKSONVILLE, FL 32254	59-1009115	501(C)(3)	10,100.				GENERAL SUPPORT
<b>(7)</b> CITY YEAR, INC 287 COLUMBUS AVE BOSTON, MA 02116	22-2882549	501(C)(3)	50,250.				GENERAL SUPPORT
<b>(8)</b> COMMUNITIES IN SCHOOLS OF JACKSONVILLE ONE RIVERSIDE AVE, STE 400	59-3027895	501(C)(3)	7,500.				GENERAL SUPPORT
<b>(9)</b> COMMUNITY HOSPICE OF NORTHEAST FLORIDA FOUN 4266 SUNBEAM RD, STE 1310	59-3583920	501(C)(3)	30,000.				GENERAL SUPPORT
<b>(10)</b> COMMUNITY HOSPICE OF NORTHEAST FLORIDA, INC 4266 SUNBEAM RD JACKSONVILLE, FL 32257	59-1940256	501(C)(3)	8,200.	93.	FMV	MISC	GENERAL SUPPORT
<b>(11)</b> CONQUISTADORES YOUTH GOLF FUND 6450 E BROADWAY BLVD TUCSON, AZ 85710	45-0511766	501(C)(3)	15,000.				GENERAL SUPPORT
<b>(12)</b> COPPERHEAD CHARITIES, INC 36750 US HIGHWAY 19 N PALM HARBOR, FL 34684	59-2319162	501(C)(3)	265,000.				GENERAL SUPPORT

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(1) CORTNEY'S PLACE 7000 E SHEA BLVD, STE 1430	42-1745079	501(C)(3)	34,772.				GENERAL SUPPORT
(2) CVS HEALTH CHARITY CLASSIC, INC ONE CVS DR WOONSOCKET, RI 02895	05-0508742	501(C)(3)	250,000.				GENERAL SUPPORT
(3) DADE AMATEUR GOLF ASSOCIATION, INC 1802 NW 37TH AVE MIAMI, FL 33125	23-7069300	501(C)(3)	208,000.				GENERAL SUPPORT
(4) DANA-FARBER CANCER INSTITUTE 1020 TURNPIKE ST CANTON, MA 02021	04-2263040	501(C)(3)	7,500.				GENERAL SUPPORT
(5) DANIEL MEMORIAL, INC 4203 SPOINT BLVD JACKSONVILLE, FL 32216	59-3067752	501(C)(3)	5,100.				GENERAL SUPPORT
(6) DAVID TOMS FOUNDATION 1545 E 70TH ST, STE 201	58-2670763	501(C)(3)	25,000.				GENERAL SUPPORT
(7) DAVIS LOVE III FOUNDATION PO BOX 20344 ST SIMONS ISLAND, GA 31522	20-2920597	501(C)(3)	195,000.				GENERAL SUPPORT
(8) DESERT CLASSIC CHARITIES 39000 BOB HOPE DR RANCHO MIRAGE, CA 92270	33-0826474	501(C)(3)	408,427.				GENERAL SUPPORT
(9) DESERT RECREATION FOUNDATION 45-305 OASIS ST INDIO, CA 92201	91-2143285	501(C)(3)	15,000.				GENERAL SUPPORT
(10) DREAM 1991 SECOND AVE NEW YORK, NY 10029	13-4025290	501(C)(3)	23,854.				GENERAL SUPPORT
(11) DREAMS COME TRUE OF JACKSONVILLE, INC 6803 SPOINT PKWY JACKSONVILLE, FL 32216	59-2967803	501(C)(3)	16,456.	1,313.	FMV	MISC	GENERAL SUPPORT
(12) EACH ONE TELL ONE 59 DAMONTE RANCH PKWY, STE B105	47-1966581	501(C)(3)	30,000.				GENERAL SUPPORT

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<b>(1)</b> EAST BAY GOLF FOUNDATION 2290 DIAMOND BLVD CONCORD, CA 94520	01-0803067	501(C)(3)	10,000.				GENERAL SUPPORT
<b>(2)</b> EAST LAKE FOUNDATION, INC 2606 ALSTON DR ATLANTA, GA 30317	58-2204306	501(C)(3)	2,233,000.				GENERAL SUPPORT
<b>(3)</b> ED RANDALL'S FANS FOR THE CURE 120 W 45TH ST, 7TH FL NEW YORK, NY 10036	06-1696245	501(C)(3)	15,000.				GENERAL SUPPORT
<b>(4)</b> EDWARD WATERS COLLEGE 1658 N KINGS RD JACKSONVILLE, FL 32209	59-1146751	501(C)(3)	40,000.				GENERAL SUPPORT
<b>(5)</b> ELEVATE PHOENIX 3750 WEST INDIAN SCHOOL RD	90-0451740	501(C)(3)	34,772.				GENERAL SUPPORT
<b>(6)</b> ELS FOR AUTISM FOUNDATION 18370 LIMESTONE CREEK RD JUPITER, FL 33458	26-3520396	501(C)(3)	15,000.				GENERAL SUPPORT
<b>(7)</b> ENVIRONMENTAL INSTITUTE FOR GOLF, INC 1421 RESEARCH PARK DR LAWRENCE, KS 66049	59-0994338	501(C)(3)	237,612.				GENERAL SUPPORT
<b>(8)</b> EVANS SCHOLARS FOUNDATION 1 BRIAR RD GOLF, IL 60029	36-2518129	501(C)(3)	185,500.				GENERAL SUPPORT
<b>(9)</b> EXECUTIVE WOMEN'S GOLF ASSOCIATION FOUNDATI 300 AVE OF THE CHAMPIONS, STE 140	59-3348753	501(C)(3)	35,000.				GENERAL SUPPORT
<b>(10)</b> FARMINGDALE COMMUNITY SUMMIT COUNCIL, INC 116 MERRITTS RD FARMINGDALE, NY 11735	59-3765731	501(C)(3)	6,250.				GENERAL SUPPORT
<b>(11)</b> FARMINGDALE FIRE DEPARTMENT 361 MAIN ST FARMINGDALE, NY 11735	11-2402495	501(C)(3)	10,000.				GENERAL SUPPORT
<b>(12)</b> FARMINGDALE UNION FREE SCHOOL DISTRICT 50 VAN COTT AVE FARMINGDALE, NY 11735	11-6002049	501(C)(1)	25,000.				GENERAL SUPPORT

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(1) FARMINGDALE UNITED METHODIST CHURCH 407 MAIN ST FARMINGDALE, NY 11735	36-2167731	501(C)(3)	6,250.				GENERAL SUPPORT
(2) FELLOWSHIP OF CHRISTIAN ATHLETES 8701 LEEDS RD KANSAS CITY, MO 64129	44-0610626	501(C)(3)	25,650.	200.	FMV	MISC	GENERAL SUPPORT
(3) FILAID FOUNDATION INC 843 ROOSEVELT AVE SECAUCUS, NJ 07094	46-4830032	501(C)(3)	44,000.				GENERAL SUPPORT
(4) FIRST COAST WOMEN'S SERVICES 11215 SAN JOSE BLVD JACKSONVILLE, FL 32223	59-3200240	501(C)(3)	37,500.				GENERAL SUPPORT
(5) FIRST TEE OF ATLANTA, INC 1053 CASCADE CIRCLE SW ATLANTA, GA 30311	58-2414794	501(C)(3)	239,000.				GENERAL SUPPORT
(6) FIRST TEE OF CENTRAL FLORIDA 199 E WELBOURNE AVE, NO 201	27-0149539	501(C)(3)	10,000.				GENERAL SUPPORT
(7) FIRST TEE OF GREATER CHARLOTTE 2661 BARRINGER DR CHARLOTTE, NC 28208	56-2245026	501(C)(3)	10,000.				GENERAL SUPPORT
(8) FIRST TEE OF GREATER HOUSTON 5810 WILSON RD, STE 112 HUMBLE, TX 77396	27-3071348	501(C)(3)	40,000.				GENERAL SUPPORT
(9) FIRST TEE OF NORTH FLORIDA 475 W TOWN PLACE, #115	59-3577327	501(C)(3)	234,975.				GENERAL SUPPORT
(10) FIRST TEE OF THE QUAD CITIES 201 W SECOND ST DAVENPORT, IA 52801	42-1510940	501(C)(3)	10,000.				GENERAL SUPPORT
(11) FITNESS & CHARACTER EDUCATION, INC 1015 ATLANTIC BLVD, STE 297	27-2132221	501(C)(3)	5,100.				GENERAL SUPPORT
(12) FIVE STAR VETERANS CENTER, INC 40 ACME ST JACKSONVILLE, FL 32211	45-3545974	501(C)(3)	17,000.	1,284.	FMV	MISC	GENERAL SUPPORT

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(1) FLORIDA STATE COLLEGE AT JACKSONVILLE FOUND 501 W STATE ST JACKSONVILLE, FL 32202	23-7168438	501(C)(3)	51,000.				GENERAL SUPPORT
(2) FOOD ALLERGY RESEARCH & EDUCATION 515 MADISON AVE, STE 1912	13-3905508	501(C)(3)	15,000.				GENERAL SUPPORT
(3) FORE HOPE 1169 DUBLIN COLUMBUS, OH 43215	34-1613645	501(C)(3)	20,000.				GENERAL SUPPORT
(4) FORE! KIDS FOUNDATION 11005 LAPOLCO BLVD AVONDALE, LA 70094	58-1940111	501(C)(3)	210,921.				GENERAL SUPPORT
(5) FORT WORTH JUNIOR GOLF FOUNDATION INCORPORA PO BOX 4767 FORT WORTH, TX 76164	20-5545252	501(C)(3)	10,000.				GENERAL SUPPORT
(6) FRESH START SURGICAL GIFTS 2011 PALOMAR AIRPORT RD, STE 206	33-0460177	501(C)(3)	50,000.				GENERAL SUPPORT
(7) FRIENDS OF HAWAII CHARITIES 733 BISHOP ST, STE 2160 HONOLULU, HI 96813	99-0334032	501(C)(3)	195,000.				GENERAL SUPPORT
(8) FRIENDS OF THE CHILDREN'S JUSTICE CENTER OF 1773A WILI PA LOOP WAILUKU, HI 96753	99-0281559	501(C)(3)	40,790.				GENERAL SUPPORT
(9) FUNK-ZITIELLO FOUNDATION 830-13 AIA N, STE 187	81-3204321	501(C)(3)	25,000.				GENERAL SUPPORT
(10) GEORGETOWN UNIVERSITY PO BOX 571253 WASHINGTON, DC 20057	53-0196603	501(C)(3)	7,500.				GENERAL SUPPORT
(11) GIVE KIDS THE WORLD, INC 210 S BASS RD KISSIMMEE, FL 34746	59-2654440	501(C)(3)	7,500.				GENERAL SUPPORT
(12) GIVING BACK FUND, INC PO BOX 551633 JACKSONVILLE, FL 32255	04-3367888	501(C)(3)	25,000.				GENERAL SUPPORT

- Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ▶
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Schedule I (Form 990) (2016)

**SCHEDULE I  
(Form 990)**

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

OMB No. 1545-0047

**2016**

**Open to Public  
Inspection**

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

▶ Attach to Form 990.

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Department of the Treasury  
Internal Revenue Service

Name of the organization

PGA TOUR, INC.

Employer identification number

52-0999206

**Part I General Information on Grants and Assistance**

- Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?  Yes  No
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<b>(1)</b> GOLDEN ISLES LEADERSHIP FOUNDATION, INC 16 BOARDWALK PLAZA	46-1057428	501(C)(3)	10,000.				GENERAL SUPPORT
<b>(2)</b> GOLDEN PANTHERS BOOSTER CLUB, INC 10550 RAY RD PONTE VEDRA, FL 32081	59-2846616	501(C)(3)	20,475.				GENERAL SUPPORT
<b>(3)</b> GOLF CHARITIES FOUNDATION INC 5671 SW ARCTIC DR BEAVERTON, OR 97005	46-2580975	501(C)(3)	20,000.				GENERAL SUPPORT
<b>(4)</b> GOLF FIGHTS CANCER, INC 300 ARNOLD PALMER BLVD NORTON, MA 02766	34-1987772	501(C)(3)	17,524.				GENERAL SUPPORT
<b>(5)</b> GOLF FORE FUN, INC PO BOX 236 CLEMMONS, NC 27012	20-8114680	501(C)(3)	10,000.				GENERAL SUPPORT
<b>(6)</b> GOLF WRITERS ASSOCIATION OF AMERICA 10210 GREENTREE RD HOUSTON, TX 77042	31-1003485	501(C)(6)	21,000.				GENERAL SUPPORT
<b>(7)</b> GOODWILL ENDOWMENT INC 4527 LENOX AVE JACKSONVILLE, FL 32205	59-3387329	501(C)(3)	25,000.				GENERAL SUPPORT
<b>(8)</b> GREATER AUSTIN FIRST TEE 5501 ED BLUESTEIN BLVD AUSTIN, TX 78723	74-2930567	501(C)(3)	305,000.				GENERAL SUPPORT
<b>(9)</b> GREATER HARTFORD COMMUNITY FOUNDATION, INC 90 STATE HOUSE SQUARE HARTFORD, CT 06103	06-0639832	501(C)(3)	330,000.				GENERAL SUPPORT
<b>(10)</b> GREATER HOUSTON GOLF CHARITY 1830 S. MILLBEND DR, STE B	20-0221984	501(C)(3)	10,000.				GENERAL SUPPORT
<b>(11)</b> GREATER PHILADELPHIA SCHOLASTIC GOLF ASSOCI 800 WALNUT LANE PHILADELPHIA, PA 19128	23-2088969	501(C)(3)	10,000.				GENERAL SUPPORT
<b>(12)</b> GWINNETT CHAMPIONSHIP FOUNDATION, INC 6500 SUGARLOAF PKWY, #200 DULUTH, GA 30097	46-1221986	501(C)(3)	17,500.				GENERAL SUPPORT

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(1) HABITAT FOR HUMANITY INTERNATIONAL, INC 121 HABITAT ST AMERICUS, GA 31709	91-1914868	501(C)(3)	167,325.				GENERAL SUPPORT
(2) HACKENSACK UNIV MEDICAL CENTER FOUNDATION I 30 PROSPECT AVE HACKENSACK, NJ 07601	22-2339534	501(C)(3)	85,000.				GENERAL SUPPORT
(3) HALE MAKUA HEALTH SERVICES 472 KAULANA ST KAHULUI, HI 96732	99-0080460	501(C)(3)	67,087.				GENERAL SUPPORT
(4) HANDS ON JACKSONVILLE 40 E ADAMS ST, STE LL30	59-1466484	501(C)(3)	15,600.	1,604.	FMV	MISC	GENERAL SUPPORT
(5) HAWAII STATE JUNIOR GOLF ASSOCIATION, INC 4330 KUKUI GROVE ST LIHUE, HI 96766	99-0335776	501(C)(3)	16,000.				GENERAL SUPPORT
(6) HEAL, INC PO BOX 140 PONTE VEDRA BEACH, FL 32004	20-1944817	501(C)(3)	17,700.				GENERAL SUPPORT
(7) HELPING HAND HOME FOR CHILDREN 3804 AVE B AUSTIN, TX 78751	74-1144638	501(C)(3)	100,000.				GENERAL SUPPORT
(8) HERITAGE CLASSIC FOUNDATION 71 LIGHTHOUSE RD, STE 4200	57-0835114	501(C)(3)	195,000.				GENERAL SUPPORT
(9) HOAG CHARITY SPORTS, INC 330 PLACENTIA, STE 260	45-2982422	501(C)(3)	10,000.				GENERAL SUPPORT
(10) HOUSTON GOLF ASSOCIATION 5810 WILSON RD, STE 112 HUMBLE, TX 77396	74-1486171	501(C)(3)	237,799.				GENERAL SUPPORT
(11) HUNTINGTON'S DISEASE SOCIETY OF AMERICA, IN 505 EIGHTH AVE, STE 902 NEW YORK, NY 10018	13-3349872	501(C)(3)	10,000.				GENERAL SUPPORT
(12) INTERFAITH OF THE WOODLANDS 4242 INTERFAITH WAY THE WOODLANDS, TX 77381	74-1804123	501(C)(3)	30,000.				GENERAL SUPPORT

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(1) J WALTER CAMERON CENTER 95 MAHALANI WAILUKU, HI 96793	99-0140273	501(C)(3)	33,465.				GENERAL SUPPORT
(2) JACK NICKLAUS MUSEUM, INC 2355 OLENTANGY RIVER RD COLUMBUS, OH 43210	65-0220781	501(C)(3)	27,500.				GENERAL SUPPORT
(3) JACKSONVILLE CHAMBER FOUNDATION, INC 3 INDEPENDENT DR JACKSONVILLE, FL 32202	59-1867407	501(C)(3)	11,000.				GENERAL SUPPORT
(4) JACKSONVILLE CHILDREN'S CHORUS, INC 225 E DUVAL ST JACKSONVILLE, FL 32202	59-3583678	501(C)(3)	11,050.				GENERAL SUPPORT
(5) JACKSONVILLE COUNTRY DAY SCHOOL 10063 BAYMEADOWS RD JACKSONVILLE, FL 32256	59-0905430	501(C)(3)	21,500.				GENERAL SUPPORT
(6) JACKSONVILLE EPISCOPAL HIGH SCHOOL FOUNDATI 4455 ATLANTIC BLVD JACKSONVILLE, FL 32207	23-7003394	501(C)(3)	20,000.				GENERAL SUPPORT
(7) JACKSONVILLE JAGUARS FOUNDATION ONE EVERBANK FIELD DR	59-3249687	501(C)(3)	12,000.				GENERAL SUPPORT
(8) JACKSONVILLE PUBLIC EDUCATION FUND, INC 40 E ADAMS ST, STE 110	59-2756660	501(C)(3)	10,000.				GENERAL SUPPORT
(9) JACKSONVILLE SYMPHONY ASSOCIATION 300 WATER ST, STE 300	59-6002520	501(C)(3)	31,800.				GENERAL SUPPORT
(10) JACKSONVILLE UNIVERSITY 2800 UNIVERSITY BLVD N	59-0624412	501(C)(3)	23,700.				GENERAL SUPPORT
(11) JACKSONVILLE URBAN LEAGUE, INC 903 W UNION ST JACKSONVILLE, FL 32204	59-0637865	501(C)(3)	10,800.				GENERAL SUPPORT
(12) JACKSONVILLE WOLFSON CHILDREN'S HOSPITAL AU 1325 SAN MARCO BLVD, STE 802	59-1452787	501(C)(3)	9,468.				GENERAL SUPPORT

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(1) JACKSONVILLE ZOOLOGICAL SOCIETY, INC 370 ZOO PARKWAY JACKSONVILLE, FL 32218	59-1319010	501(C)(3)	10,675.				GENERAL SUPPORT
(2) JDRF INTERNATIONAL 26 BROADWAY, 14TH FL JACKSONVILLE, FL 32256	23-1907729	501(C)(3)	70,940.	1,200.	FMV	MISC	GENERAL SUPPORT
(3) JT TOWNSEND FOUNDATION 830 ALA N, STE 13 #187	27-3033901	501(C)(3)	10,000.				GENERAL SUPPORT
(4) JUNIOR ACHIEVEMENT, INC 4049 WOODCOCK DR, STE 200	59-1021800	501(C)(3)	51,250.				GENERAL SUPPORT
(5) K9S FOR WARRIORS 114 CAMP K9 RD PONTE VEDRA BEACH, FL 32081	27-5219467	501(C)(3)	84,265.				GENERAL SUPPORT
(6) KA LIMA O MAUI 95 MAHALANI ST WAILUKU, HI 96793	99-0105491	501(C)(3)	25,360.				GENERAL SUPPORT
(7) KEEP AUSTIN BEAUTIFUL, INC 55 N IH-35, STE 2015 AUSTIN, TX 78702	74-2387541	501(C)(3)	100,000.				GENERAL SUPPORT
(8) KIDS ACROSS AMERICA 1429 LAKESHORE DR BRANSON, MO 65616	43-1348373	501(C)(3)	105,000.				GENERAL SUPPORT
(9) KIPP JACKSONVILLE, INC 1440 N MCDUFF AVE JACKSONVILLE, FL 32254	26-4046741	501(C)(3)	55,000.				GENERAL SUPPORT
(10) LAHAINALUNA HIGH SCHOOL FOUNDATION 980 LAHAINALUNA HIGH SCHOOL	99-0348748	501(C)(3)	60,440.				GENERAL SUPPORT
(11) LEN'S FRIENDS FOUNDATION 12802 HUNT CLUB RD N JACKSONVILLE, FL 32224	59-3625461	501(C)(3)	10,000.				GENERAL SUPPORT
(12) LONG ISLAND CADDIE SCHOLARSHIP FUND, INC 114 OLD COUNTY RD MINEOLA, NY 11501	13-6166011	501(C)(3)	33,000.				GENERAL SUPPORT

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(1) LOS ANGELES JUNIOR CHAMBER OF COMMERCE CHAR 244 S SAN PEDRO ST, STE 200	95-6051006	501(C)(3)	183,897.				GENERAL SUPPORT
(2) LOS ANGELES REGIONAL FOOD BANK 1734 E 41ST ST LOS ANGELES, CA 90058	95-3135649	501(C)(3)	6,429.				GENERAL SUPPORT
(3) LPGA FOUNDATION 100 INTERNATIONAL GOLF DR	59-3085528	501(C)(3)	30,475.				GENERAL SUPPORT
(4) MALIVAI WASHINGTON KIDS FOUNDATION, INC 1096 W 6TH ST JACKSONVILLE, FL 32209	59-3559150	501(C)(3)	10,475.				GENERAL SUPPORT
(5) MANDARIN HIGH SCHOOL BAND 4831 GREENLAND RD JACKSONVILLE, FL 32258	59-3034294	501(C)(3)	6,000.				GENERAL SUPPORT
(6) MANDARIN PRESBYTERIAN CHURCH 11844 MANDARIN RD JACKSONVILLE, FL 32223	59-0978265	501(C)(3)	7,525.				GENERAL SUPPORT
(7) MAPGA JUNIOR GOLF FOUNDATIONS, INC 1 PGA DR, STE 101 STAFFORD, VA 22554	54-1558001	501(C)(3)	10,000.				GENERAL SUPPORT
(8) MARCH OF DIMES FOUNDATION 1275 MAMARONECK AVE WHITE PLAINS, NY 10605	13-1846366	501(C)(3)	29,780.				GENERAL SUPPORT
(9) MAXIMUM CHANCES 4843 COLLEYVILLE BLVD, STE 251-320	47-1314167	501(C)(3)	62,500.				GENERAL SUPPORT
(10) MCKENZIE NOELLE WILSON FOUNDATION 13936 ASCOT DR JACKSONVILLE, FL 32250	27-3388916	501(C)(3)	52,575.				GENERAL SUPPORT
(11) MD ANDERSON CANCER CENTER PO BOX 4470 HOUSTON, TX 77210	74-6001118	501(C)(1)	22,835.				GENERAL SUPPORT
(12) MID-SOUTH JUNIOR GOLF ASSOCIATION, INC 974 FIRESTONE AVE MEMPHIS, TN 38107	62-1567000	501(C)(3)	10,000.				GENERAL SUPPORT

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(1) MISSISSIPPI GULF RESORT CLASSIC FOUNDATION, PO BOX 7362 D'IBERVILLE, MS 39540	27-1318782	501(C)(3)	10,000.				GENERAL SUPPORT
(2) MISSISSIPPI JUNIOR GOLF FOUNDATION 400 CLUBHOUSE DR JACKSON, MS 39208	64-0943460	501(C)(3)	10,000.				GENERAL SUPPORT
(3) MONIQUE BURR FOUNDATION FOR CHILDREN, INC 7807 BAYMEADOWS RD EAST, STE 205	59-3482715	501(C)(3)	11,600.				GENERAL SUPPORT
(4) MONTEREY PENINSULA FOUNDATION 1 LOWER RAGSDALE DR, BLD 3	94-2541783	501(C)(3)	175,000.				GENERAL SUPPORT
(5) MOTIVATIONAL RECOVERY ENVIRONMENTS, INC PO BOX 305 COPIAGUE, NY 11726	46-2975228	501(C)(3)	11,481.				GENERAL SUPPORT
(6) NAPLES NORTH ROTARY CLUB FOUNDATION PO BOX 1307 NAPLES, FL 34106	59-2657472	501(C)(3)	10,000.				GENERAL SUPPORT
(7) NASSAU COUNTY POLICE DEPARTMENT FOUNDATION, 734 FRANKLIN AVE, STE 189	35-2351865	501(C)(3)	34,000.				GENERAL SUPPORT
(8) NATIONAL ALLIANCE FOR ACCESSIBLE GOLF 12629 SE CASCADES COURT	30-0130896	501(C)(3)	10,000.				GENERAL SUPPORT
(9) NATIONAL MULTIPLE SCLEROSIS SOCIETY 733 THIRD AVE, 3RD FL	13-5661935	501(C)(3)	89,855.				GENERAL SUPPORT
(10) NATIONWIDE CHILDREN'S HOSPITAL, INC 700 CHILDRENS DR COLUMBUS, OH 43205	31-1036372	501(C)(3)	62,700.				GENERAL SUPPORT
(11) NATURAL HERITAGE TRUST 625 BROADWAY, 2ND FL ALBANY, NY 12207	16-1019635	501(C)(3)	380,450.				GENERAL SUPPORT
(12) NEVADA DISCOVERY MUSEUM 490 S CENTER ST RENO, NV 89501	61-1474845	501(C)(3)	50,000.				GENERAL SUPPORT

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(1) NEW HEIGHTS OF NE FLORIDA, INC 3311 BEACH BLVD JACKSONVILLE, FL 32207	59-0718304	501(C)(3)	6,000.				GENERAL SUPPORT
(2) NEW JERSEY YMCA STATE ALLIANCE 407 GREENWOOD AVE TRENTON, NJ 08609	56-2467563	501(C)(3)	5,400.				GENERAL SUPPORT
(3) NEW ORLEANS JUNIOR GOLF FOUNDATION 1050 S JEFFERSON DAVIS PWY	75-3160528	501(C)(3)	10,000.				GENERAL SUPPORT
(4) NEW YORK NEEDS YOU 598 8TH AVE, 5TH FL NEW YORK, NY 10018	27-0601596	501(C)(3)	29,750.				GENERAL SUPPORT
(5) NICKLAUS CHILDREN'S HEALTHCARE FOUNDATION, 11770 US HIGHWAY 1, STE 303	57-1154352	501(C)(3)	10,000.				GENERAL SUPPORT
(6) NORHTEAST EXCHANGE CLUB CENTER FOR THE PREV 3119 SPRING GLEN RD, STE 111	59-3060241	501(C)(3)	5,325.				GENERAL SUPPORT
(7) NORTH FLORIDA JUNIOR GOLF FOUNDATION, INC 2104 LADY DI LANE JACKSONVILLE, FL 32246	59-2876904	501(C)(3)	34,350.				GENERAL SUPPORT
(8) NORTH FLORIDA SCHOOL OF SPECIAL EDUCATION 223 MILL CREEK RD JACKSONVILLE, FL 32211	59-3126545	501(C)(3)	5,550.				GENERAL SUPPORT
(9) NORTHEAST FLORIDA REGIONAL STEM2 HUB, INC 7842 MONTEREY BAY DR JACKSONVILLE, FL 32256	47-4302882	501(C)(3)	25,000.				GENERAL SUPPORT
(10) NORTHERN OHIO GOLF CHARITIES, INC 440 E WARNER RD AKRON, OH 44319	34-1042495	501(C)(3)	1,020,928.				GENERAL SUPPORT
(11) OPERATION NEW HOPE, INC 1830 N MAIN ST JACKSONVILLE, FL 32206	59-3590360	501(C)(3)	10,000.				GENERAL SUPPORT
(12) OPERATION NEW UNIFORM, INC 8825 PERIMETER PARK BLVD, STE 503	80-0962807	501(C)(3)	11,000.	4,800.	FMV	MISC	GENERAL SUPPORT

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ▶

3 Enter total number of other organizations listed in the line 1 table ▶

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Schedule I (Form 990) (2016)

**SCHEDULE I  
(Form 990)**

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

OMB No. 1545-0047

**2016**

**Open to Public  
Inspection**

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

▶ Attach to Form 990.

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Department of the Treasury  
Internal Revenue Service

Name of the organization

PGA TOUR, INC.

Employer identification number

52-0999206

**Part I General Information on Grants and Assistance**

- Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?  Yes  No
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<b>(1)</b> OPERATION SHOWER 7382 PERSHING AVE, STE 1E CLAYTON, MO 63130	26-1244512	501(C)(3)	110,000.				GENERAL SUPPORT
<b>(2)</b> OVER THE HILL GANG CHARITY, INC 56 MAPLE ST FARMINGDALE, NY 11735	46-4107301	501(C)(3)	6,000.				GENERAL SUPPORT
<b>(3)</b> PANCREATIC CANCER ACTION NETWORK, INC 1500 ROSECRANS AVE, STE 200	33-0841281	501(C)(3)	10,800.				GENERAL SUPPORT
<b>(4)</b> PARKS & POLICE 4 KIDS, INC 8401 NW 53RD TERRACE DORAL, FL 33178	06-1805457	501(C)(3)	62,427.				GENERAL SUPPORT
<b>(5)</b> PARTNERS HEALTHCARE SYSTEM, INC 125 NASHUA ST, STE 540 BOSTON, MA 02114	04-1564655	501(C)(3)	50,000.				GENERAL SUPPORT
<b>(6)</b> PARTNERSHIP FOR CLEAN COMPETITION, INC 555 13TH ST NW WASHINGTON, DC 20004	42-1763805	501(C)(3)	100,000.				GENERAL SUPPORT
<b>(7)</b> PGA TOUR CHARITIES, INC PO BOX 1065 PONTE VEDRA BEACH, FL 32082	59-2774423	501(C)(3)	713,515.				GENERAL SUPPORT
<b>(8)</b> PIEDMONT TRIAD CHARITABLE FOUNDATION 416 GALLIMORE DAIRY RD #M	56-6085407	501(C)(3)	195,000.				GENERAL SUPPORT
<b>(9)</b> PINE CASTLE, INC 4911 SPRING PARK RD JACKSONVILLE, FL 32207	59-0704733	501(C)(3)	15,000.	572.	FMV	MISC	GENERAL SUPPORT
<b>(10)</b> PINK TIE 1000 FOUNDATION 538 BRDHOLLOW RD, STE 315	47-1692712	501(C)(3)	26,320.				GENERAL SUPPORT
<b>(11)</b> POINTS OF LIGHT FOUNDATION 600 MEANS ST NW, STE 210 ATLANTA, GA 30318	65-0206641	501(C)(3)	10,000.				GENERAL SUPPORT
<b>(12)</b> POLICE ATHLETIC LEAGUE OF JACKSONVILLE, INC 3450 MONUMENT RD JACKSONVILLE, FL 32225	23-7323006	501(C)(3)	15,300.				GENERAL SUPPORT

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<b>(1)</b> POLICE OFFICER ASSISTANCE TRUST 1030 NW 111 AVE, STE 232 MIAMI, FL 33172	65-0164129	501(C)(3)	10,000.				GENERAL SUPPORT
<b>(2)</b> PONTE VEDRA PALM VALLEY PARENT TEACHER STUD 610 AIA N PONTE VEDRA BEACH, FL 32082	59-3075683	501(C)(3)	14,475.				GENERAL SUPPORT
<b>(3)</b> PONTE VEDRA PUBLIC EDUCATION FOUNDATION, IN 100 PGA TOUR BLVD	59-3333907	501(C)(3)	35,100.				GENERAL SUPPORT
<b>(4)</b> PONTE VEDRA SHARKS BOOSTER CLUB, INC PO BOX 3518 PONTE VEDRA BEACH, FL 32004	26-1906104	501(C)(3)	47,650.				GENERAL SUPPORT
<b>(5)</b> PRESBYTERIAN NIGHT SHELTER OF TARRANT COUNT PO BOX 2645 FORT WORTH, TX 76113	75-1985591	501(C)(3)	10,000.				GENERAL SUPPORT
<b>(6)</b> PRO KIDS GOLF ACADEMY, INC 4085 52ND ST SAN DIEGO, CA 92105	33-0617741	501(C)(3)	10,000.				GENERAL SUPPORT
<b>(7)</b> PROJECT SOS, INC 4417 BEACH BLVD, STE 103	59-3179894	501(C)(3)	5,000.	201.	FMV	MISC	GENERAL SUPPORT
<b>(8)</b> PS 226 NADIA J PAGAN GYMNASIUM FUND 217 BROADWAY, STE 700 NEW YORK, NY 10007	20-3283654	501(C)(3)	33,000.				GENERAL SUPPORT
<b>(9)</b> QUAD CITIES GOLF CLASSIC CHARITABLE FOUNDAT 15623 COALTOWN RD EAST MOLINE, IL 61244	96-1332421	501(C)(3)	195,000.				GENERAL SUPPORT
<b>(10)</b> REGIONAL FOOD BANK OF NORTHEAST FLORIDA, IN 1116 EDGEWOOD AVE N JACKSONVILLE, FL 32254	46-5014769	501(C)(3)	20,000.				GENERAL SUPPORT
<b>(11)</b> RENO-TAHOE OPEN FOUNDATION 1 E FIRST ST, STE 1600 RENO, NV 89501	88-0412314	501(C)(3)	195,000.				GENERAL SUPPORT
<b>(12)</b> RIVER GARDEN HEBREW HOME FOR THE AGED 11401 OLD ST. AUGUSTINE RD	59-0624438	501(C)(3)	7,600.				GENERAL SUPPORT

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(1) ROBERT TRENT JONES GOLF TRAIL FOUNDATION 167 SUNBELT PARKWAY BIRMINGHAM, AL 35211	73-1345888	501(C)(3)	195,000.				GENERAL SUPPORT
(2) RONALD MCDONALD HOUSE CHARITIES OF JACKSONV 824 CHILDREN'S WAY JACKSONVILLE, FL 32207	59-2625008	501(C)(3)	52,925.				GENERAL SUPPORT
(3) RONALD MCDONALD HOUSE CHARITIES OF SOUTHERN 4560 FOUNTAIN AVE LOS ANGELES, CA 90029	95-3167869	501(C)(3)	6,429.				GENERAL SUPPORT
(4) RONALD MCDONALD HOUSE OF NEW YORK 405 EAST 73RD ST NEW YORK, NY 10021	13-2933654	501(C)(3)	11,952.				GENERAL SUPPORT
(5) ROTARY CLUB OF KONA PO BOX 2445 KAILUA-KONA, HI 96740	99-0330726	501(C)(3)	60,500.				GENERAL SUPPORT
(6) ROTARY DISTRICT 6970 YORK FOUNDATION, INC PO BOX 47195 JACKSONVILLE, FL 32247	59-2319085	501(C)(3)	8,500.				GENERAL SUPPORT
(7) SAFETY SHELTER OF ST JOHN'S COUNTY, INC 1375 ARAPAHO AVE ST AUGUSTINE, FL 32084	59-3028497	501(C)(3)	5,150.				GENERAL SUPPORT
(8) SALESMANSHIP CLUB CHARITABLE GOLF OF DALLAS 106 EAST TENTH ST, #200 DALLAS, TX 75203	86-1118804	501(C)(3)	219,140.				GENERAL SUPPORT
(9) SAN DIEGO COUNTY JUNIOR GOLF ASSOCIATION, I 2851 CAMINO DEL RIO S, STE 420	95-6095411	501(C)(3)	10,000.				GENERAL SUPPORT
(10) SAN FRANCISCO PARKS ALLIANCE 731-B LIGGETT AVE SAN FRANCISCO, CA 94129	23-7131784	501(C)(3)	5,500.				GENERAL SUPPORT
(11) SCGA JUNIOR GOLF FOUNDATION 3740 CAHUENGA BLVD STUDIO CITY, CA 91604	95-3858373	501(C)(3)	6,429.				GENERAL SUPPORT
(12) SHARK SHOOTOUT CHARITIES 810 JUNO OCEAN WALK, #402B	65-0736877	501(C)(3)	605,000.				GENERAL SUPPORT

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(1) SHRINERS HOSPITAL FOR CHILDREN 1680 VILLAGE CENTER CIRCLE	36-2193608	501(C)(3)	205,000.				GENERAL SUPPORT
(2) SKY TAVERN 21130 MT ROSE HWY RENO, NV 89511	88-0275590	501(C)(3)	25,000.				GENERAL SUPPORT
(3) SOCIETY OF ST VINCENT DE PAUL 249 BROADWAY BETHPAGE, NY 11714	11-1884961	501(C)(3)	6,250.				GENERAL SUPPORT
(4) SOUTH NASSAU COMMUNITY HOSPITAL ONE HEALTH WAY OCEANSIDE, NY 11572	11-1352310	501(C)(3)	10,000.				GENERAL SUPPORT
(5) SPARK PROGRAM INC 145 S SPRING ST, STE 410	20-1836547	501(C)(3)	6,429.				GENERAL SUPPORT
(6) SPECIAL OLYMPICS, INC 3712 BENSON DR, STE 102 RALEIGH, NC 27609	52-0889518	501(C)(3)	25,000.				GENERAL SUPPORT
(7) ST AUGUSTINE LIGHTHOUSE AND MUSEUM 81 LIGHTHOUSE AVE ST AUGUSTINE, FL 32080	59-3471303	501(C)(3)	10,000.				GENERAL SUPPORT
(8) ST AUGUSTINE MUSIC FESTIVAL, INC PO BOX 300 SAINT AUGUSTINE, FL 32085	26-4080391	501(C)(3)	10,250.				GENERAL SUPPORT
(9) ST JOHNS COUNTY EDUCATION FOUNDATION, INC 40 ORANGE ST ST AUGUSTINE, FL 32084	59-3221115	501(C)(3)	25,950.				GENERAL SUPPORT
(10) ST KILLIAN PARISH SCHOOL MINISTRY 140 ELIZABETH ST FARMINGDALE, NY 11735	11-1834297	501(C)(3)	6,250.				GENERAL SUPPORT
(11) ST VINCENT'S FOUNDATION, INC 1 SHIRCLIFF WAY JACKSONVILLE, FL 32203	59-2219923	501(C)(3)	150,000.	630.	FMV	MISC	GENERAL SUPPORT
(12) STANTON ATHLETICS BOOSTER CLUB 1180 PRESTON PLACE JACKSONVILLE, FL 32207	47-1129021	501(C)(3)	5,600.				GENERAL SUPPORT

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(1) STEVE STRICKER FOUNDATION, INC 6000 AMERICAN PARKWAY MADISON, WI 53708	46-0930746	501(C)(3)	10,000.				GENERAL SUPPORT
(2) SUNRISE DAY CAMPS ASSOCIATION, INC 15 NELL COURT OCEANSIDE, NY 11572	46-5555854	501(C)(3)	6,000.				GENERAL SUPPORT
(3) TEACH FOR AMERICA 214 N HOGAN ST, STE 6010	13-3541913	501(C)(3)	100,800.	5,978.	FMV	MISC	GENERAL SUPPORT
(4) TGA SPORTS FOUNDATION 390 N SEPULVEDA BLVD, STE 2100	27-1056907	501(C)(3)	12,000.				GENERAL SUPPORT
(5) THE AMERICAN IRELAND FUND 1501 BROADWAY, STE 1808 NEW YORK, NY 10036	25-1306992	501(C)(3)	8,450.				GENERAL SUPPORT
(6) THE ANIMAL RESCUE AND ADOPTION AGENCY, INC 13976 DENTON RD JACKSONVILLE, FL 32226	22-3934936	501(C)(3)	5,050.				GENERAL SUPPORT
(7) THE BOLLES SCHOOL 7400 SAN JOSE BLVD JACKSONVILLE, FL 32217	59-0637814	501(C)(3)	11,933.				GENERAL SUPPORT
(8) THE BOSELLI FOUNDATION PO BOX 16385 JACKSONVILLE, FL 32245	33-0664018	501(C)(3)	60,500.	4,498.	FMV	MISC	GENERAL SUPPORT
(9) THE CHILDREN'S HOME SOCIETY OF FLORIDA 3027 SAN DIEGO RD JACKSONVILLE, FL 32207	59-0192430	501(C)(3)	5,800.				GENERAL SUPPORT
(10) THE COMMUNITY FOUNDATION FOR NORTHEAST FLOR 245 RIVERSIDE AVE, STE 310	59-6150746	501(C)(3)	1,200,000.				GENERAL SUPPORT
(11) THE COMMUNITY FOUNDATION OF GREATER DES MOI 2771 104TH ST, STE 1 URBANDALE, IA 50322	42-6139033	501(C)(3)	10,000.				GENERAL SUPPORT
(12) THE CONNECTICUT GOLF FOUNDATION, INC 55 GOLF CLUB RD CROMWELL, CT 06146	06-1510744	501(C)(3)	10,000.				GENERAL SUPPORT

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(1) THE CULTURAL CENTER AT PONTE VEDRA BEACH, I 50 EXECUTIVE WAY	59-3238148	501(C)(3)	7,500.				GENERAL SUPPORT
(2) THE FIRST TEE OF NEW YORK, INC 3545 JEROME AVE BRONX, NY 10467	31-1724122	501(C)(3)	157,800.				GENERAL SUPPORT
(3) THE FIRST TEE OF RICHMOND 4991 LAKE BROOK DRIVE, STE 125	54-1886298	501(C)(3)	15,000.				GENERAL SUPPORT
(4) THE HANDA FOUNDATION 8513 CACTUS FLOWER DR FORT WORTH, TX 76131	45-4516515	501(C)(3)	700,000.				GENERAL SUPPORT
(5) THE JIM AND TABITHA FURYK FOUNDATION, INC PO BOX 2867 PONTE VEDRA BEACH, FL 32204	30-0659382	501(C)(3)	311,380.				GENERAL SUPPORT
(6) THE LEBRON JAMES FAMILY FOUNDATION 3800 EMBASSY PARKWAY, #360 AKRON, OH 44333	02-0716277	501(C)(3)	159,000.				GENERAL SUPPORT
(7) THE MARTY LYONS FOUNDATION, INC 354 VETERANS MEMORIAL HWY, NO 9	13-3146696	501(C)(3)	7,200.				GENERAL SUPPORT
(8) THE MILANA FAMILY FOUNDATION 11 BLACK ROCK RD MUTTONTOWN, NY 11546	36-4620168	501(C)(3)	53,000.				GENERAL SUPPORT
(9) THE MISSION CONTINUES 1141 S 7TH ST SAINT LOUIS, MO 63104	20-8742553	501(C)(3)	50,000.				GENERAL SUPPORT
(10) THE MORTON FOUNDATION 7309 EAST LIVINGSTON AVE	31-1676188	501(C)(3)	16,300.				GENERAL SUPPORT
(11) THE SAFEWAY FOUNDATION 5918 STONERIDGE MALL RD	91-2144510	501(C)(3)	950,000.				GENERAL SUPPORT
(12) THE SANCTUARY OF THE NORTHEAST FLORIDA, INC PO BOX 3301 JACKSONVILLE, FL 32206	59-3108041	501(C)(3)	26,000.				GENERAL SUPPORT

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(1) THE STEWART FAMILY FOUNDATION 1900 SUMMIT TOWER BLVD ORLANDO, FL 32810	59-3531198	501(C)(3)	100,000.				GENERAL SUPPORT
(2) THE TOBY KEITH FOUNDATION, INC 818 NE 8TH ST OKLAHOMA CITY, OK 73104	20-4089800	501(C)(3)	50,000.				GENERAL SUPPORT
(3) THE TOM COUGHLIN JAY FUND FOUNDATION, INC PO BOX 50798 JACKSONVILLE BEACH, FL 32240	59-3426937	501(C)(3)	50,750.				GENERAL SUPPORT
(4) THE UNIVERSITY OF NORTH FLORIDA FOUNDATION 1 UNF DR JACKSONVILLE, FL 32224	23-7167701	501(C)(3)	209,200.				GENERAL SUPPORT
(5) THE YOUNG MENS CHRISTIAN ASSOCIATION OF FLO 40 E ADAMS ST, STE 210	59-0638514	501(C)(3)	30,600.				GENERAL SUPPORT
(6) THE YOUNG MENS CHRISTIAN ASSOCIATION OF THE PO BOX 7247 6722 PHILADELPHIA, PA 19170	56-0591307	501(C)(3)	10,000.				GENERAL SUPPORT
(7) THUNDERBIRD JUNIOR GOLF FOUNDATION 3837 E WIER AVE, STE 7 PHOENIX, AZ 85040	52-2103204	501(C)(3)	20,000.				GENERAL SUPPORT
(8) THUNDERBIRDS CHARITIES 7226 N 16TH ST, STE 100 PHOENIX, AZ 85020	86-0560664	501(C)(3)	195,000.				GENERAL SUPPORT
(9) TIGER WOODS CHARITY EVENT CORPORATION 121 INNOVATION DR, STE 150 IRVINE, CA 92617	06-1554474	501(C)(3)	423,495.				GENERAL SUPPORT
(10) TIGER WOODS FOUNDATION, INC 121 INNOVATION DR, STE 150 IRVINE, CA 92617	20-0677815	501(C)(3)	70,000.				GENERAL SUPPORT
(11) TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS, I 910 17TH ST NW, STE 800	92-0152268	501(C)(3)	10,000.				GENERAL SUPPORT
(12) TROOPERS MEMORIAL FUND, INC P.O. BOX 526 MT SINAI, NY 11766	11-3519158	501(C)(3)	35,000.				GENERAL SUPPORT

- Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ▶
- Enter total number of other organizations listed in the line 1 table ▶

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule I (Form 990) (2016)

**SCHEDULE I  
(Form 990)**

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

OMB No. 1545-0047

**2016**

**Open to Public  
Inspection**

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

▶ Attach to Form 990.

▶ Information about Schedule I (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Department of the Treasury  
Internal Revenue Service

Name of the organization

PGA TOUR, INC.

Employer identification number

52-0999206

**Part I General Information on Grants and Assistance**

- Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?  Yes  No
- Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

**Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments.** Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
(1) TRUE BLUE: NAVY FAMILIES BENEFACTORS, INC 403 S MILL VIEW WAY	45-4531051	501(C)(3)	9,400.				GENERAL SUPPORT
(2) UNITED SERVICE ORGANIZATIONS, INC PO BOX 108 JACKSONVILLE, FL 32212	59-1052424	501(C)(3)	15,000.				GENERAL SUPPORT
(3) UNITED WAY OF MIAMI-DADE 3250 SW THIRD AVE MIAMI, FL 33129	59-0830840	501(C)(3)	250,000.				GENERAL SUPPORT
(4) UNITED WAY OF NORTHEAST FLORIDA 40 E ADAMS ST, STE 200	59-0863698	501(C)(3)	20,000.				GENERAL SUPPORT
(5) UNIVERSITY AUXILIARY SERVICES AT ALBANY INC 1400 WASHINGTON AVE, CAMPUS CENTER B-2	14-1397537	501(C)(3)	8,200.				GENERAL SUPPORT
(6) UNIVERSITY OF TEXAS 110 INNER CAMPUS DR AUSTIN, TX 78712	74-6000203	501(C)(1)	50,000.				GENERAL SUPPORT
(7) VALERO ENERGY FOUNDATION ONE VALERO WAY, D-1-B SAN ANTONIO, TX 78249	74-2904514	501(C)(3)	225,000.				GENERAL SUPPORT
(8) PUERTO RICO GOLF ASSOCIATION 262 CALLE MATADERO PUERTO NUEVO, PR 00920		501(C)(3)	205,000.				GENERAL SUPPORT
(9) VIM JAX, INC 41 E DUVAL ST JACKSONVILLE, FL 32202	75-3002172	501(C)(3)	20,000.				GENERAL SUPPORT
(10) VIRGINIA VETERANS SERVICES FOUNDATION 101 N 14TH ST, 17TH FLOOR	46-2744762	501(C)(3)	185,000.				GENERAL SUPPORT
(11) WESTERN GOLF ASSOCIATION 1 BRIAR RD GOLF, FL 60029	36-6002857	501(C)(3)	10,000.				GENERAL SUPPORT
(12) WISH FOR OUR HEROES, INC 113 LAGOON FOREST DR	27-0483869	501(C)(3)	13,000.				GENERAL SUPPORT

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ▶

3 Enter total number of other organizations listed in the line 1 table ▶

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule I (Form 990) (2016)

**SCHEDULE I  
(Form 990)**

**Grants and Other Assistance to Organizations,  
Governments, and Individuals in the United States**

OMB No. 1545-0047

**2016**

**Open to Public  
Inspection**

Complete if the organization answered "Yes" on Form 990, Part IV, line 21 or 22.

▶ Attach to Form 990.

▶ Information about Schedule I (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Department of the Treasury  
Internal Revenue Service

Name of the organization

PGA TOUR, INC.

Employer identification number

52-0999206

**Part I General Information on Grants and Assistance**

- Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?  Yes  No
- Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States.

**Part II Grants and Other Assistance to Domestic Organizations and Domestic Governments.** Complete if the organization answered "Yes" on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is needed.

1 (a) Name and address of organization or government	(b) EIN	(c) IRC section (if applicable)	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of noncash assistance	(h) Purpose of grant or assistance
(1) WJCT, INC 100 FESTIVAL PARK AVE	59-0711482	501(C)(3)	26,600.				GENERAL SUPPORT
(2) WOLFE ASSOCIATES 5300 CROSSWIND DR COLUMBUS, FL 43228	23-7303111	501(C)(3)	15,500.				GENERAL SUPPORT
(3) XAVIER UNIVERSITY OF LOUISIANA 1 DREXEL DR NEW ORLEANS, OH 70125	72-0635884	501(C)(3)	20,000.				GENERAL SUPPORT
(4) YOUNG MENS CHRISTIAN ASSOCIATION OF WEST CE 1740 GEORGE JENKINDS BLVD	59-1158144	501(C)(3)	12,000.				GENERAL SUPPORT
(5) YOUTH FIRST, INC 111 SE THIRD ST, STE 405	35-2050168	501(C)(3)	30,000.				GENERAL SUPPORT
(6) YOUTH PROGRAMS, INC 3325 CLUB AT SOUTHWIND MEMPHIS, IN 38125	62-0676258	501(C)(3)	195,000.				GENERAL SUPPORT
(7) WORLD GOLF FOUNDATION, INC ONE WORLD GOLF PLACE ST AUGUSTINE, FL 32092	59-2998925	501(C)(3)	11,016,933.	3,661,079.	FMV	PSA	GENERAL SUPPORT
(8) CLAY COUNTY PUBLIC SCHOOLS 900 WALNUT ST GREEN COVE SPRINGS, FL 32043	59-6000552	501(C)(1)	15,000.				GENERAL SUPPORT
(9) ST JOHNS COUNTY SCHOOLS 40 ORANGE ST ST AUGUSTINE, FL 32084	59-6000824	501(C)(1)	30,750.				GENERAL SUPPORT
(10) DUVAL COUNTY PUBLIC SCHOOLS 1701 PRUDENTIAL DRIVE	59-6000589	501(C)(1)	25,000.				GENERAL SUPPORT
(11) VARIOUS ACCRUALS 100 PGA TOUR BLVD		501(C)(3)	599,956.				GENERAL SUPPORT
(12)							

2 Enter total number of section 501(c)(3) and government organizations listed in the line 1 table ▶ 298.

3 Enter total number of other organizations listed in the line 1 table ▶ 1.

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule I (Form 990) (2016)

**Part III Grants and Other Assistance to Domestic Individuals.** Complete if the organization answered "Yes" on Form 990, Part IV, line 22.  
Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Number of recipients	(c) Amount of cash grant	(d) Amount of non-cash assistance	(e) Method of valuation (book, FMV, appraisal, other)	(f) Description of non-cash assistance
1					
2					
3					
4					
5					
6					
7					

**Part IV Supplemental Information.** Provide the information required in Part I, line 2, Part III, column (b); and any other additional information.

SCHEDULE I, PART I LN 2

PGA TOUR, INC. ENSURES THAT ORGANIZATIONS RECEIVING GRANTS ARE EXEMPT ORGANIZATIONS OR AN ORGANIZATION WHOSE PURPOSE IS IN LINE WITH PGA TOUR'S EXEMPT PURPOSE PRIOR TO DISTRIBUTING ANY GRANTS.

**SCHEDULE J  
(Form 990)**

Department of the Treasury  
Internal Revenue Service

Name of the organization

PGA TOUR, INC.

**Compensation Information**

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- ▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
- ▶ Attach to Form 990.

▶ Information about Schedule J (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2016**

**Open to Public Inspection**

Employer identification number

52-0999206

**Part I Questions Regarding Compensation**

**1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> First-class or charter travel  | <input type="checkbox"/> Housing allowance or residence for personal use          |
| <input checked="" type="checkbox"/> Travel for companions          | <input type="checkbox"/> Payments for business use of personal residence          |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input checked="" type="checkbox"/> Health or social club dues or initiation fees |
| <input type="checkbox"/> Discretionary spending account            | <input type="checkbox"/> Personal services (such as, maid, chauffeur, chef)       |

**b** If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

**2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?

**3** Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee              | <input checked="" type="checkbox"/> Written employment contract                     |
| <input checked="" type="checkbox"/> Independent compensation consultant | <input checked="" type="checkbox"/> Compensation survey or study                    |
| <input checked="" type="checkbox"/> Form 990 of other organizations     | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

**4** During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

- a** Receive a severance payment or change-of-control payment?
  - b** Participate in, or receive payment from, a supplemental nonqualified retirement plan?
  - c** Participate in, or receive payment from, an equity-based compensation arrangement?
- If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

**Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.**

**5** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

- a** The organization?
  - b** Any related organization?
- If "Yes" on line 5a or 5b, describe in Part III.

**6** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

- a** The organization?
  - b** Any related organization?
- If "Yes" on line 6a or 6b, describe in Part III.

**7** For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III.

**8** Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III.

**9** If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

	Yes	No
<b>1a</b>	X	
<b>2</b>	X	
<b>3</b>		
<b>4a</b>		X
<b>4b</b>	X	
<b>4c</b>		X
<b>5a</b>		
<b>5b</b>		
<b>6a</b>		
<b>6b</b>		
<b>7</b>		
<b>8</b>		
<b>9</b>		

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2016



Schedule J (Form 990) 2016

Page 2

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

**Note:** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1 DAVIS LOVE III PLAYER DIRECTOR / SECRETARY	(i)	0.	385,352.	0.	49,359.	0.	434,711.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
2 MARK J. WILSON PLAYER DIRECTOR / TREASURER	(i)	0.	320,201.	0.	53,846.	0.	374,047.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
3 JASON BOHN PLAYER DIRECTOR	(i)	0.	315,874.	0.	133,333.	0.	449,207.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
4 TIMOTHY W. FINCHEM COMMISSIONER	(i)	1,191,357.	3,028,961.	110,347.	115,331.	21,007.	4,467,003.	0.
	(ii)	397,119.	1,009,654.	3,336,782.	38,444.	7,002.	4,789,001.	0.
5 JOSEPH W. MONAHAN DEPUTY COMMISSIONER	(i)	779,466.	2,096,750.	9,226.	24,135.	20,254.	2,929,831.	168,000.
	(ii)	194,866.	524,188.	523,004.	6,034.	5,064.	1,253,156.	42,000.
6 EDWARD L. MOORHOUSE PRES-TOUR OPS&GLOBAL BUS. AFRS	(i)	380,612.	981,527.	35,013.	37,225.	18,225.	1,452,602.	376,119.
	(ii)	163,119.	420,654.	246,261.	15,953.	7,811.	853,798.	161,194.
7 RONALD E. PRICE CFO & CAO	(i)	269,638.	619,086.	30,420.	76,898.	12,796.	1,008,838.	184,351.
	(ii)	269,638.	619,086.	385,387.	76,898.	12,796.	1,363,805.	184,351.
8 THOMAS E. WADE CHIEF COMMERCIAL OFFICER	(i)	430,737.	725,838.	46,048.	83,466.	11,527.	1,297,616.	0.
	(ii)	107,684.	181,460.	336,512.	20,866.	2,882.	649,404.	0.
9 CHARLES ZINK CHAIR.-GCP;THE PLAYERS & PCUP	(i)	271,944.	397,462.	37,059.	80,486.	12,184.	799,135.	0.
	(ii)	271,944.	397,462.	767,059.	80,486.	12,184.	1,529,135.	0.
10 TY M. VOTAW EVP & CHIEF MARKETING OFFICER	(i)	238,869.	496,542.	13,539.	30,970.	12,592.	792,512.	179,551.
	(ii)	159,246.	331,028.	156,737.	20,646.	8,394.	676,051.	119,701.
11 RICHARD D. ANDERSON EVP GLOBAL MEDIA	(i)	186,458.	385,061.	4,042.	31,097.	13,036.	619,694.	121,091.
	(ii)	186,458.	335,087.	256,322.	31,097.	13,036.	822,000.	71,117.
12 ALLISON W. KELLER EVP HR & CORPORATE DEVELOPMENT	(i)	261,099.	434,953.	10,198.	32,684.	24,282.	763,216.	151,387.
	(ii)	65,275.	108,739.	130,752.	8,171.	6,071.	319,008.	37,847.
13 LEONARD BROWN EVP/CHIEF LEGAL OFFICER	(i)	225,878.	402,944.	11,007.	28,757.	17,160.	685,746.	100,683.
	(ii)	75,293.	132,548.	3,669.	9,586.	5,720.	226,816.	31,794.
14 JAMES A. PAZDER EVP & CHIEF OF OPS	(i)	286,523.	525,457.	16,267.	61,365.	23,661.	913,273.	163,348.
	(ii)	31,836.	58,384.	298,632.	6,818.	2,629.	398,299.	18,150.
15 GREGORY T. MCLAUGHLIN PRESIDENT CHAMPIONS TOUR	(i)	289,236.	323,768.	16,832.	38,891.	22,393.	691,120.	0.
	(ii)	0.	0.	0.	0.	0.	0.	0.
16 WORTH W. CALFEE PRESIDENT WEB.COM TOUR	(i)	239,234.	196,432.	27,342.		18,746.	481,754.	0.
	(ii)	59,808.	49,108.	16,775.	0.	4,687.	130,378.	0.

Schedule J (Form 990) 2016

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

**Note:** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1 JEANNE F. LIGHTCAP SVP FINANCE	(i)	208,916.	349,636.	17,206.	71,815.	17,904.	665,477.	92,741.
	(ii)	69,639.	116,546.	5,735.	23,938.	5,968.	221,826.	30,914.
2 PAUL G. JOHNSON EVP INTERNATIONAL AFFAIRS	(i)	262,405.	374,587.	9,914.	38,694.	23,062.	708,662.	108,079.
	(ii)	46,307.	81,161.	1,750.	6,828.	4,070.	140,116.	34,130.
3 ROSS A. BERLIN SVP PLAYERS AFFAIRS	(i)	272,042.	319,335.	13,197.	77,258.	27,006.	708,838.	128,746.
	(ii)	0.	0.	0.	0.	0.	0.	0.
4 ROBERT K. OHNO SVP BUSINESS DEVELOPMENT	(i)	267,508.	291,138.	18,058.	59,376.	25,572.	661,652.	114,851.
	(ii)	0.	0.	0.	0.	0.	0.	0.
5 STEPHEN D. EVANS SVP INFORMATION SYSTEMS	(i)	154,624.	172,675.	3,859.	61,963.	15,674.	408,795.	0.
	(ii)	83,259.	92,979.	2,078.	33,365.	8,440.	220,121.	0.
6 DAVID A. PILLSBURY FMR EXEC VP CM/TOURN BUS	(i)	0.	0.	0.				0.
	(ii)	0.	0.	148,246.	0.	0.	148,246.	0.
7	(i)							
	(ii)							
8	(i)							
	(ii)							
9	(i)							
	(ii)							
10	(i)							
	(ii)							
11	(i)							
	(ii)							
12	(i)							
	(ii)							
13	(i)							
	(ii)							
14	(i)							
	(ii)							
15	(i)							
	(ii)							
16	(i)							
	(ii)							

**Part III Supplemental Information**

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

## SCHEDULE J PART I LINE 1A

IN LIMITED CASES LISTED TOUR EMPLOYEES MAY UTILIZE CHARTER OR FIRST CLASS TRAVEL FOR BUSINESS BASED UPON SECURITY CONCERNS, PRIVACY CONCERNS, TIMING CONCERNS, AND LENGTH OF TRIP. ADDITIONALLY, IN LIMITED SITUATIONS SPOUSES OF OFFICERS OR KEY EMPLOYEES TRAVEL WITH THE LISTED EMPLOYEE FOR BUSINESS PURPOSES. ALL LISTED EMPLOYEES WERE PROVIDED ACCESS TO HEALTH OR SOCIAL FACILITIES AND ANY PERSONAL USE IS REPORTED AS TAXABLE INCOME TO THE EMPLOYEE.

## SCHEDULE J PART I LINE 4B

CERTAIN EXECUTIVES PARTICIPATE IN A SUPPLEMENTAL NONQUALIFIED RETIREMENT PLAN. THE SUPPLEMENTAL NONQUALIFIED RETIREMENT PLAN IS A PLAN OF THE RELATED ORGANIZATION AND NOT PGA TOUR, INC. DURING EMPLOYMENT, ACTUARIAL CHANGES ARE REPORTED BY PARTICIPANT AS OTHER WAGES IN PART 2 COLUMN BIII OF SCHEDULE J. WHEN DISTRIBUTIONS ARE MADE, THE REPORTABLE AMOUNT IS THE EXCESS OF THE TOTAL PAYMENT RECEIVED LESS ACTUARIAL AMOUNTS PREVIOUSLY REPORTED. THE PAYMENTS MADE OUT OF THE PLAN TOTALED \$1,429,912 IN 2016. THE PLAN PARTICIPANTS WERE RICHARD D. ANDERSON, WORTH W. CALFEE, TIMOTHY W. FINCHEM, JOSEPH W. MONAHAN, EDWARD L. MOORHOUSE, DAVID A. PILLSBURY,

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**Part III Supplemental Information**

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

---

RONALD E. PRICE, TY M. VOTAW, THOMAS E. WADE, CHARLES L. ZINK, ALLISON W.

KELLER, JAMES A. PAZDER.

**SCHEDULE O  
(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

Name of the organization

PGA TOUR, INC.

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2016**

**Open to Public  
Inspection**

Employer identification number

52-0999206

ATTACHMENT 1

REPORTS INFORMATION REQUIRED TO BE REPORTED ON SCHEDULE O AS SUPPLEMENTAL  
INFORMATION:

FORM 990, PART VI, LINE 2

CHARLES L. ZINK, MARK J. WILSON, EDWARD L. MOORHOUSE, DAVIS LOVE III,  
TIMOTHY W. FINCHEM, VICTOR F. GANZI, DEREK A. SPRAGUE - BUSINESS  
RELATIONSHIP

FORM 990, PART VI, LINE 2

CHARLES L. ZINK, MARK J. WILSON, EDWARD L. MOORHOUSE, LEONARD D. BROWN  
JR., JOSEPH W. MONAHAN, RONALD E. PRICE, DAVIS LOVE III, TIMOTHY W.  
FINCHEM, VICTOR F. GANZI, DEREK A. SPRAGUE - BUSINESS RELATIONSHIP

FORM 990, PART VI, LINE 2

CHARLES L. ZINK, EDWARD L. MOORHOUSE, LEONARD D. BROWN JR., JOSEPH W.  
MONAHAN, RONALD E. PRICE, TIMOTHY W. FINCHEM, - BUSINESS RELATIONSHIP

FORM 990, PART VI, LINE 2

TIMOTHY W. FINCHEM, RONALD E. PRICE, LEONARD D. BROWN JR.

FORM 990, PART VI, LINE 2

CHARLES L. ZINK, EDWARD L. MOORHOUSE, LEONARD D. BROWN JR., JOSEPH W.  
MONAHAN, RONALD E. PRICE, THOMAS E. WADE, TIMOTHY W. FINCHEM, VICTOR F.

Name of the organization PGA TOUR, INC.	Employer identification number 52-0999206
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GANZI - BUSINESS RELATIONSHIP

FORM 990, PART VI, LINE 2

CHARLES L. ZINK, EDWARD L. MOORHOUSE, RONALD E. PRICE, TIMOTHY W. FINCHEM

- BUSINESS RELATIONSHIP

FORM 990, PART VI, LINE 2

CHARLES L. ZINK, EDWARD L. MOORHOUSE, RONALD E. PRICE, THOMAS E. WADE,

TIMOTHY W. FINCHEM - BUSINESS RELATIONSHIP

FORM 990, PART IV, LINE 2

CHARLES L. ZINK, RONALD E. PRICE, TIMOTHY W. FINCHEM - BUSINESS

RELATIONSHIP

FORM 990, PART VI, LINE 6

PGA TOUR, INC. IS A NOT-FOR-PROFIT CORPORATION ORGANIZATION FORMED UNDER IRC 501(C)(6) WHICH HAS ONE CLASS OF MEMBERS - PROFESSIONAL GOLFERS. THE MEMBERS HAVE THE RIGHT TO ELECT PLAYER DIRECTORS WHO SIT ON THE BOARD OF DIRECTORS OF THE ORGANIZATION. CURRENTLY, FOUR MEMBERS SIT ON THE BOARD OF DIRECTORS AS ELECTED BY THE MAJORITY OF THE ORGANIZATIONS' MEMBERS. ONLY THE ELECTED MEMBER DIRECTORS HAVE THE RIGHT TO VOTE IN DECISIONS OF THE GOVERNING BODY.

FORM 990, PART VI, LINE 7A

THE MEMBERS DESCRIBED IN QUESTION 6 OF FORM 990, PART VI HAVE THE RIGHT TO ELECT PLAYER DIRECTORS WHO SIT ON THE BOARD OF DIRECTORS OF THE ORGANIZATION. CURRENTLY, FOUR MEMBERS SIT ON THE BOARD OF DIRECTORS AS

Name of the organization PGA TOUR, INC.	Employer identification number 52-0999206
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ELECTED BY THE MAJORITY OF THE ORGANIZATION MEMBERS. ONLY THE ELECTED MEMBER DIRECTORS HAVE THE RIGHT TO VOTE IN DECISIONS OF THE GOVERNING BODY. THE EARNINGS OF THE PLAYER DIRECTORS FROM PARTICIPATION IN VARIOUS GOLF TOURNAMENTS HAVE BEEN REPORTED AS COMPENSATION ON PART VII A AND SCHEDULE J AS DIRECTOR COMPENSATION AS DIRECTED IN THE IRS FORM 990 INSTRUCTIONS.

FORM 990, PART VI, LINE 11A

PGA TOUR, INC.'S FORM 990 WAS REVIEWED BY PGA TOUR, INC.'S CHIEF FINANCIAL OFFICER. ADDITIONALLY, AN ELECTRONIC COPY OF FORM 990 WAS PROVIDED TO ALL BOARD MEMBERS PRIOR TO THE FILING OF THE FORM WITH THE INTERNAL REVENUE SERVICE.

FORM 990, PART VI, LINE 12 A, B, C

PGA TOUR, INC. MAINTAINS A CONFLICT OF INTEREST POLICY FOR EMPLOYEES AND A SEPERATE CONFLICT OF INTEREST POLICY FOR THE MEMBERS OF THE BOARD OF DIRECTORS. EACH EMPLOYEE AND MEMBER OF THE BOARD IS ANNUALLY REQUIRED TO PROVIDE THE COMPANY A STATEMENT CONFIRMING THEY RECEIVED A COPY OF THE POLICY, READ THE POLICY, AND AGREED TO COMPLY WITH THE POLICY. EACH EMPLOYEE AND DIRECTOR ARE REQUIRED ANNUALLY TO DISCLOSE ANY RELATIONSHIP, TRANSACTION, OR POSITION THEY HOLD THAT COULD GIVE RISE TO A CONFLICT AND TO NOTIFY THE ORGANIZATION IF SUCH A RELATIONSHIP EXISTS AT ANY TIME DURING THE YEAR.

FORM 990, PART VI, LINE 15A AND 15B

THE COMPENSATION COMMITTEE ("THE COMMITTEE") OF THE PGA TOUR, INC. ("THE

Name of the organization PGA TOUR, INC.	Employer identification number 52-0999206
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TOUR") IS COMPRISED OF UNCOMPENSATED INDEPENDENT MEMBERS OF THE PGA TOUR POLICY BOARD. THE COMMITTEE IS RESPONSIBLE FOR REVIEWING AND APPROVING THE COMPENSATION PROGRAM FOR THE CEO, SENIOR MANAGEMENT, AND KEY EMPLOYEES OF THE TOUR AND ITS SUBSIDIARIES. THE MEMBERS OF THE COMMITTEE ARE UNRELATED TO AND NOT SUBJECT TO CONTROL BY MEMBERS OF SENIOR MANAGEMENT OF THE TOUR. THE COMMITTEE ESTABLISHES SALARY LEVELS, REVIEWS PERFORMANCE OF SENIOR MANAGEMENT, APPROVES INCENTIVE PAYMENTS AND ESTABLISHES MANAGEMENT BENEFITS AND PREREQUISITES. THE COMMITTEE BELIEVES THE ATTRACTION, RETENTION, MOTIVATION AND REWARD OF EXECUTIVE AND KEY EMPLOYEES IS VITAL TO THE FUTURE OF THE TOUR AND CREATION OF MAXIMUM MEMBER VALUE. AS PART OF CARRYING OUT ITS RESPONSIBILITIES, THE COMMITTEE UTILIZES THE SERVICES OF A NATIONAL COMPENSATION CONSULTING FIRM TO OBTAIN COMPENSATION LEVELS PAID BY SIMILARLY SITUATED ORGANIZATIONS, BOTH TAXABLE AND TAX-EXEMPT, FOR FUNCTIONALLY COMPARABLE POSITIONS. PERFORMANCE EVALUATIONS ARE UTILIZED IN THE DETERMINATION OF THE COMPENSATION LEVELS OF INDIVIDUAL MEMBERS OF SENIOR MANAGEMENT.

FORM 990, PART IX, LINE 24E

THE AMOUNT OF FEDERAL INCOME TAX ON UNRELATED BUSINESS INCOME INCLUDED ON LINE 24E IS \$1,576,089.

FORM 990, PART XI, LINE 9

RECONCILIATION OF NET ASSETS - OTHER CHANGES IN FUND BALANCE INCREASE  
(DECREASE)

FUNDS RESERVED FOR DESIGNATED PURPOSES \$6,471,634



Name of the organization PGA TOUR, INC.	Employer identification number 52-0999206
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CHANGE IN FAIR VALUE - HEDGING INSTRUMENTS	750,278
PENSION AND POST RETIREMENT RELATED CHANGES	5,558,141
CURRENT PERIOD ADJUSTMENT	489,300
 TOTAL OTHER CHANGES IN FUND BALANCE	 \$13,269,353

FORM 990, PART VI, LINE 19

THE ORGANIZATION MAKES ITS FORM 990 AVAILABLE TO THE PUBLIC UPON REQUEST.

ITS GOVERNING DOCUMENTS AND FINANCIAL STATEMENTS ARE NOT MADE AVAILABLE TO THE GENERAL PUBLIC.

ATTACHMENT 1

FORM 990, PART III, LINE 1 - ORGANIZATION'S MISSION

THE PGA TOUR, INC.'S PRINCIPAL MISSION IS TO PROMOTE THE SPORT OF PROFESSIONAL GOLF THROUGH SANCTIONING AND ADMINISTERING GOLF TOURNAMENTS, AND PROMOTING THE COMMON INTERESTS OF TOURING GOLF PROFESSIONALS. THIS IS ACCOMPLISHED BY PROVIDING COMPETITIVE EARNINGS OPPORTUNITIES FOR MEMBERS OF THE PGA TOUR, INC., PGA TOUR CHAMPIONS, WEB.COM TOUR, PGA TOUR LATINOAMERICA, MACKENZIE TOUR CANADA, AND PGA TOUR CHINA; PROTECTING THE INTEGRITY OF THE GAME; AND HELPING GROW THE REACH OF THE GAME IN THE U.S. AND AROUND THE WORLD.

Name of the organization PGA TOUR, INC.	Employer identification number 52-0999206
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ATTACHMENT 2

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FORM 990, PART III - PROGRAM SERVICE, LINE 4A

THE PRINCIPAL MISSION OF PGA TOUR, INC. IS THE PROMOTION OF THE SPORT OF PROFESSIONAL GOLF AND THE COMMON INTERESTS OF THE TOURING PROFESSIONAL GOLFER AS WELL AS GROWTH OF THE GAME. THIS IS PRIMARILY ACCOMPLISHED THROUGH MANAGING AND CO-SPONSORING PROFESSIONAL GOLF TOURNAMENTS, SECURING CORPORATE SPONSORSHIP OF TOURNAMENTS AND OTHER PROGRAMS, AND SECURING TELEVISION EXPOSURE FOR ITS PROFESSIONAL GOLF TOURNAMENTS. BY MANAGING AND CO-SPONSORING SIX DIFFERENT PROFESSIONAL GOLF TOURNAMENT DIVISIONS (PGA TOUR, PGA TOUR CHAMPIONS, WEB.COM TOUR, PGA TOUR LATINOAMERICA, MACKENZIE TOUR - CANADA, AND PGA TOUR CHINA - COLLECTIVELY THE PGA TOUR), PGA TOUR, INC. PROVIDES OPPORTUNITIES FOR THE TOURING PROFESSIONAL GOLFER TO COMPETE AND EARN PRIZE MONEY AND BENEFITS WHILE GROWING THE GAME BY EXPOSING IT TO THE GENERAL PUBLIC THROUGH THEIR ATTENDANCE AND TELEVISION VIEWING. IN 2016, THE SIX TOURS COLLECTIVELY HELD 135 TOURNAMENTS. TOTAL PRIZE MONEY AND BENEFITS EARNED THROUGH COMPETITION BY PROFESSIONAL GOLFERS ACROSS THE SIX TOURS IN 2016 EXCEEDED \$577 MILLION. THESE TOURNAMENTS WERE PLAYED IN AT LEAST 31 U.S. STATES AND 17 DIFFERENT COUNTRIES IN 2016, ALLOWING PEOPLE OF MANY NATIONALITIES THE OPPORTUNITY TO EXPERIENCE FIRST-HAND THE SPORT OF PROFESSIONAL GOLF. PGA TOUR, INC. SECURES TELEVISION COVERAGE FOR ITS TOURNAMENTS THROUGH AGREEMENTS WITH NATIONAL AND INTERNATIONAL BROADCASTERS AND CABLE CHANNELS. IN 2016, PGA TOUR, INC. TELEVISION COVERAGE REACHED MORE THAN 1.1 BILLION HOUSEHOLDS IN 227 COUNTRIES AND TERRITORIES AND IN 23 LANGUAGES. IN 2016,

Name of the organization PGA TOUR, INC.	Employer identification number 52-0999206
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ATTACHMENT 2 (CONT'D)

PGA TOUR, INC. AND THE LADIES PROFESSIONAL GOLF ASSOCIATION FORMED A STRATEGIC ALLIANCE DESIGNED TO FURTHER PROMOTE THE GROWTH OF PROFESSIONAL GOLF INCLUDING AREAS SUCH AS SCHEDULE COORDINATION, JOINT MARKETING, TELEVISION REPRESENTATION AND DIGITAL MEDIA, AND THE POSSIBILITY OF FUTURE DEVELOPMENT OF JOINT EVENTS. IN ADDITION TO TELEVISION COVERAGE, THE PGA TOUR IS EMBRACING DIGITAL MEDIA ACROSS MULTIPLE PLATFORMS, INCLUDING A SUBSIDIARY'S WEBSITE, PGATOUR.COM. THE PGA TOUR CONTINUES TO GROW ITS PRESENCE ON SOCIAL MEDIA PLATFORMS SUCH AS FACEBOOK, SKRATCH TV, INSTAGRAM, AND TWITTER THROUGH A SUBSIDIARY TO BRING THE PLAYERS CLOSER TO THE GENERAL PUBLIC, VOLUNTEERS, AND SPONSORS. IN THE 2016-2017 SEASON, TWITTER BROADCAST MORE THAN 70 HOURS OF FREE TOURNAMENT COVERAGE TO BROADEN THE APPEAL OF GOLF TO YOUNGER VIEWERS. THE MISSION OF GROWING THE GAME OF GOLF IS ENHANCED THROUGH TELEVISION, CORPORATE SPONSORSHIPS AND THE PROMOTIONAL ACTIVITIES ASSOCIATED WITH PROMOTING THE SPORT OF PROFESSIONAL GOLF. THE QUALIFIED SPONSORSHIP PAYMENTS RECEIVED BY PGA TOUR, INC., AS DEFINED IN INTERNAL REVENUE CODE SECTION 513(I), PROMOTE THE SPORT THROUGH FUNDS UTILIZED IN PART TO INCREASE PURSE AMOUNTS AND EARNINGS OPPORTUNITIES FOR PROFESSIONAL GOLFERS ON THE PGA TOUR, PGA TOUR CHAMPIONS, WEB.COM TOUR, PGA TOUR LATINOAMERICA, MACKENZIE TOUR CANADA, AND PGA TOUR CHINA IN PART TO ACHIEVE PGA TOUR, INC.'S GOAL OF GIVING BACK, AS SET FORTH IN PART III, LINE 4B.

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ATTACHMENT 3

Name of the organization PGA TOUR, INC.	Employer identification number 52-0999206
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ATTACHMENT 3 (CONT'D)

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FORM 990, PART III - PROGRAM SERVICE, LINE 4B

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IN ADDITION TO PROMOTING AND BUILDING THE SPORT OF PROFESSIONAL GOLF, PGA TOUR, INC. IS COMMITTED TO GENERATING SUBSTANTIAL CHARITABLE CONTRIBUTIONS IN THE COMMUNITIES WHERE ITS TOURNAMENTS ARE PLAYED, EVEN THOUGH PGA TOUR, INC. IS NOT A CHARITABLE IRC SECTION 501(C)(3) ORGANIZATION. A VAST MAJORITY OF THE TOURNAMENTS ARE OPERATED BY CHARITABLE ORGANIZATIONS THAT GIVE 100% OF THE NET PROCEEDS FROM THE TOURNAMENT TO LOCAL CHARITIES. AREAS OF SUPPORT INCLUDE, BUT ARE NOT LIMITED TO: HEALTHCARE, EDUCATION, YOUTH DEVELOPMENT, DISASTER RELIEF, FOOD BANKS, MILITARY AND ENVIRONMENT. IN 2016, PGA TOUR, INC. AND ITS TOURNAMENTS GENERATED MORE THAN \$166 MILLION OF CHARITABLE DONATIONS IN THE COMMUNITIES WHERE THE EVENTS WERE PLAYED BENEFITTING MORE THAN 3,000 CHARITIES. INCLUDED IN THIS AMOUNT IS \$45 MILLION OF DIRECT CONTRIBUTIONS MADE BY PGA TOUR, INC. BEYOND THE MILLIONS OF DOLLARS GENERATED FOR CHARITIES BY PGA TOUR, INC. AND ITS TOURNAMENTS. ALSO A SUBSTANTIAL AMOUNT OF ADDITIONAL CHARITY DOLLARS WERE RAISED BY PGA TOUR, INC. MEMBERS THROUGH THEIR INDIVIDUAL FOUNDATIONS AND FUNDRAISERS.

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ATTACHMENT 4

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FORM 990, PART III - PROGRAM SERVICE, LINE 4C

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PGA TOUR, INC. INCLUDES AS PART OF ITS MISSION STATEMENT DEDICATION TO PROTECT THE INTEGRITY OF THE GAME OF PROFESSIONAL GOLF. THE TOURING PROFESSIONAL GOLFER HAS AN UNWAVERING ADHERENCE

Name of the organization

PGA TOUR, INC.

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ATTACHMENT 4 (CONT'D)

TO GOLF'S INHERENT VALUES SUCH AS HONESTY, INTEGRITY AND SPORTSMANSHIP. GOLF IS A SPORT IN WHICH PLAYERS CALL PENALTIES ON THEMSELVES WHETHER AN INFRACTION IS VISIBLE TO OTHERS OR NOT. IT IS A SPORT IN WHICH COMPETITORS SHAKE HANDS AND CONGRATULATE ONE ANOTHER AT THE CONCLUSION OF EACH AND EVERY ROUND, TOURNAMENT OR MATCH, WITHOUT FAIL. IT IS ALSO A SPORT THAT FAITHFULLY TEACHES EACH GENERATION OF PARTICIPANTS FROM THE EARLIEST AGE THAT ITS RULES ARE UNCOMPROMISABLE. THESE ARE VALUES THAT PGA TOUR, INC.'S TOURING PROFESSIONAL GOLFERS LIVE BY AND DEMONSTRATE EVERY ROUND OF EVERY TOURNAMENT.

ATTACHMENT 5FORM 990, PART V, LINE 4B - FOREIGN COUNTRIES

AUSTRALIA

CANADA

KOREA, REPUBLIC OF (SOUTH)

MALAYSIA

ATTACHMENT 6FORM 990, PART VI, LINE 17 - STATES

AL, AZ, CA, CT,

FL, GA, HI, ID, IL, LA, MD, MA,

MN, NE, NY, OH,

TX, VA,

Name of the organization PGA TOUR, INC.	Employer identification number 52-0999206
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ATTACHMENT 7

990, PART VII- COMPENSATION OF THE FIVE HIGHEST PAID IND. CONTRACTORS

<u>NAME AND ADDRESS</u>	<u>DESCRIPTION OF SERVICES</u>	<u>COMPENSATION</u>
SHAFFER SPORTS & EVENTS P.O. BOX 678758 DALLAS, TX 75267	CONSTRUCTION SERVICE	14,421,471.
RORY MCILROY 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	PLAYER EARNINGS	14,088,581.
DUSTIN JOHNSON ENTERPRISES 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	PLAYER EARNINGS	9,657,793.
JDAY ENTERPRISES LLC 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	PLAYER EARNINGS	7,175,184.
J.B. COXWELL CONTRACTING, INC 6741 LLOYD ROAD WEST JACKSONVILLE, FL 32254	CONSTRUCTION SERVICE	7,016,422.

ATTACHMENT 8

FORM 990, PART VIII - GROSS SALES AND COST OF GOODS SOLD

GROSS SALES LESS RETURNS AND ALLOWANCES .....	2,790,114.
INVENTORY AT BEGINNING OF YEAR .....	
PURCHASES .....	1,037,354.
SALARIES AND WAGES .....	
OTHER COSTS .....	
SUBTOTAL .....	<u>1,037,354.</u>
MINUS ENDING INVENTORY .....	
COST OF GOODS SOLD .....	<u><u>1,037,354.</u></u>

ATTACHMENT 9

Name of the organization

PGA TOUR, INC.

Employer identification number

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ATTACHMENT 9 (CONT'D)FORM 990, PART IX - OTHER FEES

<u>DESCRIPTION</u>	<u>(A)</u> TOTAL FEES	<u>(B)</u> PROGRAM SERVICE EXP.	<u>(C)</u> MANAGEMENT AND GENERAL	<u>(D)</u> FUNDRAISING EXPENSES
PLAYER PRIZE AND OTHER BENEFIT	480,097,353.			
CONSULTING FEES	15,559,466.			
PLAYER RETIREMENT	39,758,975.			
OTHER FEES - TOURNAMENT SVC	3,906,541.			
TOURNAMENT STAFF	1,260,027.			
TOTALS	<u>540,582,362.</u>			

**SCHEDULE R  
(Form 990)**

**Related Organizations and Unrelated Partnerships**

OMB No. 1545-0047

**2016**

**Open to Public  
Inspection**

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.**

▶ **Attach to Form 990.**

▶ **Information about Schedule R (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).**

Department of the Treasury  
Internal Revenue Service

Name of the organization

PGA TOUR, INC.

Employer identification number

52-0999206

**Part I Identification of Disregarded Entities.** Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
(1) FEDERATION EVENT MANAGEMENT, LLC 65-0856401 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 3208	EVENT MGMT	FL	13,938,437.	0.	PGA TOUR INC
(2) EVENT MANAGEMENT INTERNATIONAL, LLC 59-3715539 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 3208	EVENT MGMT	FL	5,023,862.	1,700,127.	PGA TOUR INC
(3) TPC LICENSE COMPANY, LLC 20-4042445 112 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 3208	LICENSING	FL	1,929,766.	9,077,959.	PGA TOUR INC
(4) PRESIDENTS CUP EVENT MANAGEMENT, LLC 27-1162142 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 3208	INACTIVE	FL	0.	0.	PGA TOUR INC
(5) THE PRESIDENTS CUP, LLC 26-4316834 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 3208	INACTIVE	FL	0.	0.	PGA TOUR INC
(6) PGA TOUR LATINOAMERICA, LLC 45-4567499 100 PGA TOUR BLVD PONTE VEDRA BEACH, FL 3208	EVENT MGMT	FL	995.	1,122.	PGA TOUR INC

**Part II Identification of Related Tax-Exempt Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No
(1) PGA TOUR CHARITABLE & EDUCATIONAL FUND 52-1070271 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 3208	CHARITY	MD	501(C)(3)	LN 11 TYP I	PGA TOUR INC		X
(2) PGA TOUR CHARITIES, INC. 59-2774423 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 3208	CHARITY	FL	501(C)(3)	LN 7	PGA TOUR INC		X
(3) PGA TOUR EMPLOYEES EMERGENCY RELIEF FUND 20-3580191 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 3208	CHARITY	FL	501(C)(3)	LN 7	PGA TOUR INC		X
(4) PRO CADDIES ASSISTANCE FOUNDATION INC. 59-3266465 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 3208	CHARITY	FL	501(C)(3)	LN 7	PGA TOUR INC		X
(5)							
(6)							
(7)							

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule R (Form 990) 2016



**SCHEDULE R  
(Form 990)**

**Related Organizations and Unrelated Partnerships**

OMB No. 1545-0047

**2016**

**Open to Public  
Inspection**

▶ **Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.**

▶ **Attach to Form 990.**

▶ **Information about Schedule R (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).**

Department of the Treasury  
Internal Revenue Service

Name of the organization

PGA TOUR, INC.

Employer identification number

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**Part I Identification of Disregarded Entities.** Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
(1) FIDEICOMISO PGA TOUR LATINOAMERICA ARGEN 47-6507950 25 DE MAYO 555, FLOOR 22 BUENOS AIRES, AR C1002ABK	TRUST	AR	0.	212,386.	PGA TOUR INC
(2) EVENT MGMT INT'L SO KOREA LTD CO 98-1188259 19 F 175 ART CETNER DAERO, YEO INCHEON, KS	EVENT MGMT	KS	5,102.	2,258,513.	PGA TOUR INC
(3) INTERNATIONAL GOLF EVENT MANAGEMENT, PTY 981207110 DARLING PARK TOWER 2, LEVEL 1 SYDNEY, NSW AS 2000	EVENT MGMT	AS	10,340,150.	9,435,431.	PGA TOUR INC
(4)					
(5)					
(6)					

**Part II Identification of Related Tax-Exempt Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No
(1)							
(2)							
(3)							
(4)							
(5)							
(6)							
(7)							

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule R (Form 990) 2016

**Part III Identification of Related Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V - UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	
(1) TPC OF BOSTON AT GREATWOODS, L 100 PGA TOUR BOULEVARD PONTE V	GOLF OPERATIONS	DE	N/A					X	0.			
(2) TPC OF ILLINOIS, LLC. 02-06763 100 PGA TOUR BOULEVARD PONTE V	GOLF OPERATIONS	DE	N/A					X	0.			
(3) ACADEMY ASSETS, LLC. 63-127759 1960 STONEGATE DR. BIRMINGHAM,	PROMOTION OF	FL	N/A					X	0.			
(4) SUGARLOAF PARKING LOT, LLC. 58 100 PGA TOUR BOULEVARD PONTE V	RENTAL	GA	N/A					X	0.			
(5) TOGETHER GROWING THE GAME, LLC 100 PGA TOUR BLVD PONTE VEDRA	GOLF LESSONS	FL	PGA TOUR, INC.	UNRELATED	-482,932.	16,272.		X	-482,932.	X		50.0000
(6) EZLINKS GOLF HOLDINGS, LLC. 4 401 S LA SALLE STREET CHICAGO,	GOLF RESERVATIONS	IL	N/A					X				
(7)												

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Section 512(b)(13) controlled entity?	
								Yes	No
(1) PGA TOUR HOLDINGS INC AND SUBSIDIARIES 59-3159885 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	HOLDING COMPA	FL	PGA TOUR, INC.	C CORP	-50,504,987.	513,927,417.	100.0000	X	
(2) PGA TOUR GOLF COURSE PROPERTIES, INC. 59-2009946 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	FL	PGA TOUR HOLDIN	C CORP			100.0000	X	
(3) PGA TOUR PUBLIC GOLF INC. 59-2951523 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(4) TPC GOLF SCHOOLS INC. 59-3174936 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(5) PGA TOUR INVESTMENTS FINANCE INC. 59-3057625 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	FINANCING	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(6) PGA TOUR MEDIA CENTER INC. 59-3184058 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	MEDIA OPERATI	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(7) PARK INVESTMENTS INC. 59-3053071 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	INVESTMENTS	FL	PGA TOUR GOLF C	C CORP			100.0000	X	

**Part III Identification of Related Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V - UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	
(1)												
(2)												
(3)												
(4)												
(5)												
(6)												
(7)												

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Section 512(b)(13) controlled entity?	
								Yes	No
(1) PGA TOUR CONSTRUCTION SERVICES, INC. 59-2551330 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	CONSTRUCTION	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(2) PGA TOUR DESIGN SERVICES, INC. 59-2904716 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	DESIGN SERVIC	FL	PGA TOUR CONSTR	C CORP			100.0000	X	
(3) TOURNAMENT PLAYERS CLUB AT SAWGRASS, INC 59-2964624 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	FL	PGA TOUR INVEST	C CORP			100.0000	X	
(4) TOURNAMENT PLAYERS CLUB AT EAGLE TRACE I 59-2241195 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(5) TOURNAMENT PLAYERS CLUB OF CONNECTICUT I 06-1104329 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	CT	PGA TOUR INVEST	C CORP			100.0000	X	
(6) TOURNAMENT PLAYERS CLUB AT PRESTANCIA IN 59-2457513 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(7) TOURNAMENT PLAYERS CLUB AT AVENEL INC. 52-1364289 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	MD	PGA TOUR INVEST	C CORP			100.0000	X	

**Part III Identification of Related Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V - UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	
(1)												
(2)												
(3)												
(4)												
(5)												
(6)												
(7)												

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Section 512(b)(13) controlled entity?	
								Yes	No
(1) TOURNAMENT PLAYERS CLUB OF TUCSON INC. 86-0518769 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	INACTIVE	AZ	PGA TOUR GOLF C	C CORP			100.0000	X	
(2) TOURNAMENT PLAYERS CLUB OF SCOTTSDALE IN 86-0518768 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	AZ	PGA TOUR GOLF C	C CORP			100.0000	X	
(3) TOURNAMENT PLAYERS CLUB AT SOUTHWIND INC 58-1664497 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	TN	PGA TOUR GOLF C	C CORP			100.0000	X	
(4) TOURNAMENT PLAYERS CLUB AT PIPER GLEN IN 59-2635526 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	NC	PGA TOUR GOLF C	C CORP			100.0000	X	
(5) TOURNAMENT PLAYERS CLUB OF MICHIGAN INC. 38-2809309 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	FL	PGA TOUR INVEST	C CORP			100.0000	X	
(6) TOURNAMENT PLAYERS CLUB AT CHEVAL INC. 59-2633623 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	INACTIVE	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(7) TOURNAMENT PLAYERS CLUB AT SUMMERLIN INC 59-2956933 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	NV	PGA TOUR GOLF C	C CORP			100.0000	X	

**Part III Identification of Related Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V - UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	
(1)												
(2)												
(3)												
(4)												
(5)												
(6)												
(7)												

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Section 512(b)(13) controlled entity?	
								Yes	No
(1) TOURNAMENT PLAYERS CLUB OF ORLANDO INC. 59-3077292 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	INACTIVE	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(2) TOURNAMENT PLAYERS CLUB OF LOUISIANA INC 72-1425678 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	LA	PGA TOUR GOLF C	C CORP			100.0000	X	
(3) PGA TOUR MEXICO HOLDINGS INC. 59-2551333 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	INACTIVE	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(4) TOURNAMENT PLAYERS CLUB OF MASSACHUSETTS 04-3474477 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	MA	PGA TOUR GOLF C	C CORP			100.0000	X	
(5) TOURNAMENT PLAYERS CLUB OF CINCINNATI IN 31-1648529 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	OH	PGA TOUR GOLF C	C CORP			100.0000	X	
(6) TOURNAMENT PLAYERS CLUB OF MCKINNEY INC. 75-2951502 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(7) TOURNAMENT PLAYERS CLUB OF PRINCETON INC 59-3309245 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	NJ	PGA TOUR GOLF C	C CORP			100.0000	X	

**Part III Identification of Related Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V - UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	
(1)												
(2)												
(3)												
(4)												
(5)												
(6)												
(7)												

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Section 512(b)(13) controlled entity?	
								Yes	No
(1) TOURNAMENT PLAYERS CLUB AT HERON BAY INC 59-3143532 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	INACTIVE	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(2) TOURNAMENT PLAYERS CLUB AT SUGARLOAF INC 59-3338909 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	GA	PGA TOUR GOLF C	C CORP			100.0000	X	
(3) TOURNAMENT PLAYERS CLUB OF SOUTH CAROLIN 59-3401600 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	INACTIVE	SC	PGA TOUR GOLF C	C CORP			100.0000	X	
(4) TOURNAMENT PLAYERS CLUB OF ILLINOIS INC. 58-2323689 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	IL	PGA TOUR GOLF C	C CORP			100.0000	X	
(5) TOURNAMENT PLAYERS CLUB OF VIRGINIA INC. 59-3466225 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	INACTIVE	VA	PGA TOUR GOLF C	C CORP			100.0000	X	
(6) TOURNAMENT PLAYERS CLUB OF MINNESOTA INC 41-1900252 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	MN	PGA TOUR GOLF C	C CORP			100.0000	X	
(7) TOURNAMENT PLAYERS CLUB OF NORTH CAROLIN 62-1714690 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	GOLF OPERATIO	NC	PGA TOUR GOLF C	C CORP			100.0000	X	

**Part III Identification of Related Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V - UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	
(1)												
(2)												
(3)												
(4)												
(5)												
(6)												
(7)												

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Section 512(b)(13) controlled entity?	
								Yes	No
(1) TOURNAMENT PLAYERS CLUB OF CALIFORNIA IN 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082 59-3162770	GOLF OPERATIO	CA	PGA TOUR GOLF C	C CORP			100.0000	X	
(2) PGA TOUR PUBLIC GOLF (JACKSONVILLE) INC. 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082 59-2551341	INACTIVE	FL	PGA TOUR PUBLIC	C CORP			100.0000	X	
(3) PGA TOUR PUBLIC GOLF (DADE) INC. 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082 59-2951527	INACTIVE	FL	PGA TOUR PUBLIC	C CORP			100.0000	X	
(4) PGA TOUR TRAVEL INC. 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082 59-2648789	TRAVEL ARRANG	FL	PGA TOUR HOLDIN	C CORP			100.0000	X	
(5) PGA TOUR PUBLISHING INC. 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082 59-3174939	INACTIVE	FL	PGA TOUR HOLDIN	C CORP			100.0000	X	
(6) PGA TOUR LICENSED PROPERTIES INC. 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082 59-3077293	LICENSING	FL	PGA TOUR HOLDIN	C CORP			100.0000	X	
(7) PGA TOUR MANAGEMENT SERVICES INC. 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082 59-3254893	MANAGEMENT	FL	PGA TOUR HOLDIN	C CORP			100.0000	X	

**Part III Identification of Related Organizations Taxable as a Partnership** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V - UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	
(1)												
(2)												
(3)												
(4)												
(5)												
(6)												
(7)												

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) Section 512(b)(13) controlled entity?	
								Yes	No
(1) PGA TOUR GOLF MANAGEMENT INC. 59-3260882 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	INACTIVE	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(2) PGA TOUR GCP INTERNATIONAL INC. 59-2904717 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	INACTIVE	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(3) TOUR AIR, INC. 39-2072218 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	AIR TRANSPORT	FL	PGA TOUR GOLF C	C CORP			100.0000	X	
(4) SELECT TICKETS, INC. 32-0429300 100 PGA TOUR BOULEVARD PONTE VEDRA BEACH, FL 32082	COMMISSION SA	FL	PGA TOUR HOLDIN	C CORP			100.0000	X	
(5)									
(6)									
(7)									



**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	X	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	X	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .		X
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	X	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	X	
<b>f</b> Dividends from related organization(s) . . . . .		X
<b>g</b> Sale of assets to related organization(s) . . . . .	X	
<b>h</b> Purchase of assets from related organization(s) . . . . .		X
<b>i</b> Exchange of assets with related organization(s) . . . . .		X
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	X	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	X	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	X	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	X	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .		X
<b>o</b> Sharing of paid employees with related organization(s) . . . . .		X
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .		X
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	X	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	X	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	X	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) PGA TOUR GOLF COURSE PROPERTIES, INC.	AI	1,468,126.	AFR
(2) TOUR AIR, INC.	AI	4,488.	AFR
(3) PGA TOUR MEDIA CENTER INC.	AI	7,201.	AFR
(4) PGA TOUR CONSTRUCTION SERVICES, INC.	AI	47,770.	AFR
(5) PGA TOUR DESIGN SERVICES, INC.	AI	18,281.	AFR
(6) TOURNAMENT PLAYERS CLUB AT SAWGRASS, INC.	AI	161,351.	AFR

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) TOURNAMENT PLAYERS CLUB OF CONNECTICUT INC.	AI	71,887.	AFR
(2) TOURNAMENT PLAYERS CLUB AT SOUTHWIND INC.	AI	9,908.	AFR
(3) TOURNAMENT PLAYERS CLUB AT SUMMERLIN INC.	AI	69,017.	AFR
(4) TOURNAMENT PLAYERS CLUB OF CINCINNATI INC.	AI	38,018.	AFR
(5) TOURNAMENT PLAYERS CLUB OF NAPLES, LLC	AI	5.	AFR
(6) TOURNAMENT PLAYERS CLUB OF SAN ANTONIO, LLC	AI	33,750.	AFR

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

	(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
<b>(1)</b>	TOURNAMENT PLAYERS CLUB OF MCKINNEY INC.	AI	21,421.	AFR
<b>(2)</b>	TOURNAMENT PLAYERS CLUB AT SUGARLOAF INC.	AI	39,144.	AFR
<b>(3)</b>	TOURNAMENT PLAYERS CLUB OF ILLINOIS INC.	AI	38,142.	AFR
<b>(4)</b>	TOURNAMENT PLAYERS CLUB OF MINNESOTA INC.	AI	65,836.	AFR
<b>(5)</b>	TOURNAMENT PLAYERS CLUB OF NORTH CAROLINA INC	AI	68,258.	AFR
<b>(6)</b>	TOURNAMENT PLAYERS CLUB OF CALIFORNIA INC.	AI	6,401.	AFR

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) PGA TOUR HOLDINGS, INC.	AI	14,402.	AFR
(2) PGA TOUR TRAVEL INC.	AI	14,274.	AFR
(3) PGA TOUR LICENSED PROPERTIES INC.	AI	98,049.	AFR
(4) PGATOUR.COM, LLC	AI	88,293.	AFR
(5) PGA TOUR MANAGEMENT SERVICES INC.	AI	37,191.	AFR
(6) TOURNAMENT PLAYERS CLUB OF BOSTON AT GREATWOO	AIII	176,481.	ARMS LENGTH

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) TOURNAMENT PLAYERS CLUB OF ILLINOIS, LLC	AIII	136,176.	ARMS LENGTH
(2) TOURNAMENT PLAYERS CLUB OF CONNECTICUT INC.	AIII	17,125.	ARMS LENGTH
(3) TOURNAMENT PLAYERS CLUB AT AVENEL INC.	AIII	129,770.	ARMS LENGTH
(4) TOURNAMENT PLAYERS CLUB AT SOUTHWIND INC.	AIII	15,300.	ARMS LENGTH
(5) TOURNAMENT PLAYERS CLUB AT SUMMERLIN INC.	AIII	47,501.	ARMS LENGTH
(6) TOURNAMENT PLAYERS CLUB OF CINCINNATI INC.	AIII	160,549.	ARMS LENGTH

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) TOURNAMENT PLAYERS CLUB AT SUGARLOAF INC.	AIII	22,663.	ARMS LENGTH
(2) TOURNAMENT PLAYERS CLUB OF MINNESOTA INC.	AIII	164,209.	ARMS LENGTH
(3) PGATOUR.COM, LLC	AIII	3,908,916.	ARMS LENGTH
(4) SKRATCHTV LLC	AIII	426,000.	ARMS LENGTH
(5) TEE TIME HOLDINGS LLC	AIII	4,046,667.	ARMS LENGTH
(6) PGA TOUR GOLF COURSE PROPERTIES, INC.	AIV	208,032.	ARMS LENGTH

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) PGA TOUR CONSTRUCTION SERVICES, INC.	AIV	33,150.	ARMS LENGTH
(2) PGA TOUR DESIGN SERVICES, INC.	AIV	33,150.	ARMS LENGTH
(3) PGATOUR.COM, LLC	AIV	102,614.	ARMS LENGTH
(4) TOGETHER GROWING THE GAME, LLC	B	250,000.	CASH VALUE
(5) PGA TOUR HOLDINGS, INC.	B	130,000,000.	CASH VALUE
(6) PGA TOUR MEDIA CENTER INC.	D	243,067.	CASH VALUE

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of <b>(i)</b> interest, <b>(ii)</b> annuities, <b>(iii)</b> royalties, or <b>(iv)</b> rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) PGA TOUR CONSTRUCTION SERVICES, INC.	D	1,899,182.	CASH VALUE
(2) PGA TOUR DESIGN SERVICES, INC.	D	727,695.	CASH VALUE
(3) TOURNAMENT PLAYERS CLUB AT SAWGRASS, INC.	D	16,000,731.	CASH VALUE
(4) TOURNAMENT PLAYERS CLUB OF CONNECTICUT INC.	D	5,105,812.	CASH VALUE
(5) TOURNAMENT PLAYERS CLUB AT SOUTHWIND INC.	D	662,581.	CASH VALUE
(6) TOURNAMENT PLAYERS CLUB AT SUMMERLIN INC.	D	747,750.	CASH VALUE



**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) TOURNAMENT PLAYERS CLUB OF MINNESOTA INC.	D	1,052,098.	CASH VALUE
(2) TOURNAMENT PLAYERS CLUB OF NORTH CAROLINA INC	D	94,796.	CASH VALUE
(3) TOURNAMENT PLAYERS CLUB OF CALIFORNIA INC.	D	363,899.	CASH VALUE
(4) PGA TOUR TRAVEL INC.	D	661,242.	CASH VALUE
(5) PGA TOUR LICENSED PROPERTIES INC.	D	1,064,056.	CASH VALUE
(6) SKRATCHTV LLC	D	757,340.	CASH VALUE

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) PGA TOUR JAPAN	D	287,699.	CASH VALUE
(2) TOUR AIR, INC.	E	138,123.	CASH VALUE
(3) TOURNAMENT PLAYERS CLUB AT SUMMERLIN INC.	E	1,953,790.	CASH VALUE
(4) TOURNAMENT PLAYERS CLUB OF MASSACHUSETTS INC.	E	912,574.	CASH VALUE
(5) TPC FLORIDA HOLDINGS, LLC	E	63,466.	CASH VALUE
(6) TOURNAMENT PLAYERS CLUB OF SAN ANTONIO, LLC	E	484,730.	CASH VALUE

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of <b>(i)</b> interest, <b>(ii)</b> annuities, <b>(iii)</b> royalties, or <b>(iv)</b> rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
<b>(1)</b> TOURNAMENT PLAYERS CLUB OF MCKINNEY INC.	E	418,962.	CASH VALUE
<b>(2)</b> SELECT TICKETS	E	870,385.	CASH VALUE
<b>(3)</b> TEE TIME HOLDINGS LLC	E	5,387,231.	CASH VALUE
<b>(4)</b> PGATOUR.COM, LLC	G	7,218,001.	ARMS LENGTH
<b>(5)</b> TEE TIME HOLDINGS LLC	G	5,363,536.	ARMS LENGTH
<b>(6)</b> TOURNAMENT PLAYERS CLUB AT SAWGRASS, INC.	K	3,155,000.	ARMS LENGTH

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) TOURNAMENT PLAYERS CLUB OF LOUISIANA INC.	K	660,000.	ARMS LENGTH
(2) PGATOUR.COM, LLC	L	13,375,453.	ARMS LENGTH
(3) PGA TOUR MANAGEMENT CONSULTING CO., LTD	M	865,880.	ARMS LENGTH
(4) TOUR AIR, INC.	M	3,581,834.	ARMS LENGTH
(5) TOURNAMENT PLAYERS CLUB AT SAWGRASS, INC.	M	3,518,108.	ARMS LENGTH
(6) TOURNAMENT PLAYERS CLUB OF CONNECTICUT INC.	M	64,439.	ARMS LENGTH

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of <b>(i)</b> interest, <b>(ii)</b> annuities, <b>(iii)</b> royalties, or <b>(iv)</b> rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
<b>(1)</b> TOURNAMENT PLAYERS CLUB AT AVENEL INC.	M	50,932.	ARMS LENGTH
<b>(2)</b> TOURNAMENT PLAYERS CLUB OF SCOTTSDALE INC.	M	90,109.	ARMS LENGTH
<b>(3)</b> TOURNAMENT PLAYERS CLUB AT SUMMERLIN INC.	M	54,158.	ARMS LENGTH
<b>(4)</b> TOURNAMENT PLAYERS CLUB OF PRINCETON INC.	M	138,661.	ARMS LENGTH
<b>(5)</b> PGATOUR.COM	M	1,288,954.	ARMS LENGTH
<b>(6)</b> SELECT TICKETS, INC.	M	107,123.	ARMS LENGTH

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) PGA TOUR TRAVEL INC.	M	503,118.	ARMS LENGTH
(2) PGA TOUR JAPAN	M	324,192.	ARMS LENGTH
(3) PGA TOUR GOLF COURSE PROPERTIES, INC.	Q	775,258.	COST
(4) PGATOUR.COM, LLC	Q	866,146.	COST
(5) PGA TOUR INVESTMENTS FINANCE INC.	R	8,922,673.	CASH VALUE
(6) TOURNAMENT PLAYERS CLUB AT PRESTANCIA INC.	R	336,811.	CASH VALUE

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) TOURNAMENT PLAYERS CLUB AT AVENEL INC.	R	1,975,760.	CASH VALUE
(2) TOURNAMENT PLAYERS CLUB OF SCOTTSDALE INC.	R	3,215,228.	CASH VALUE
(3) TOURNAMENT PLAYERS CLUB AT CHEVAL INC.	R	824,085.	CASH VALUE
(4) TOURNAMENT PLAYERS CLUB OF LOUISIANA INC.	R	309,077.	CASH VALUE
(5) TOURNAMENT PLAYERS CLUB OF MASSACHUSETTS INC.	R	61,443.	CASH VALUE
(6) TOURNAMENT PLAYERS CLUB OF PRINCETON INC.	R	1,288,645.	CASH VALUE

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) PGA TOUR HOLDINGS, INC.	R	10,056,838.	CASH VALUE
(2) PGA TOUR GOLF COURSE PROPERTIES, INC.	S	253,678.	CASH VALUE
(3) TOUR AIR, INC.	S	776,774.	CASH VALUE
(4) PARK INVESTMENTS INC.	S	474,484.	CASH VALUE
(5) TOURNAMENT PLAYERS CLUB AT SUMMERLIN INC.	S	855,548.	CASH VALUE
(6) TOURNAMENT PLAYERS CLUB OF CINCINNATI INC.	S	3,585,901.	CASH VALUE



**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of <b>(i)</b> interest, <b>(ii)</b> annuities, <b>(iii)</b> royalties, or <b>(iv)</b> rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
<b>(1)</b> TOURNAMENT PLAYERS CLUB OF SAN ANTONIO, LLC	S	2,971,589.	CASH VALUE
<b>(2)</b> TOURNAMENT PLAYERS CLUB OF MCKINNEY INC.	S	1,226,954.	CASH VALUE
<b>(3)</b> TOURNAMENT PLAYERS CLUB AT SUGARLOAF INC.	S	2,302,093.	CASH VALUE
<b>(4)</b> TOURNAMENT PLAYERS CLUB OF ILLINOIS INC.	S	3,455,689.	CASH VALUE
<b>(5)</b> SELECT TICKETS	S	786,311.	CASH VALUE
<b>(6)</b> PGATOUR.COM, LLC	S	546,799.	CASH VALUE

**Part V Transactions With Related Organizations.** Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

**Note:** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

	Yes	No
<b>1</b> During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?		
<b>a</b> Receipt of <b>(i)</b> interest, <b>(ii)</b> annuities, <b>(iii)</b> royalties, or <b>(iv)</b> rent from a controlled entity . . . . .	<b>1a</b>	
<b>b</b> Gift, grant, or capital contribution to related organization(s) . . . . .	<b>1b</b>	
<b>c</b> Gift, grant, or capital contribution from related organization(s) . . . . .	<b>1c</b>	
<b>d</b> Loans or loan guarantees to or for related organization(s) . . . . .	<b>1d</b>	
<b>e</b> Loans or loan guarantees by related organization(s) . . . . .	<b>1e</b>	
<b>f</b> Dividends from related organization(s) . . . . .	<b>1f</b>	
<b>g</b> Sale of assets to related organization(s) . . . . .	<b>1g</b>	
<b>h</b> Purchase of assets from related organization(s) . . . . .	<b>1h</b>	
<b>i</b> Exchange of assets with related organization(s) . . . . .	<b>1i</b>	
<b>j</b> Lease of facilities, equipment, or other assets to related organization(s) . . . . .	<b>1j</b>	
<b>k</b> Lease of facilities, equipment, or other assets from related organization(s) . . . . .	<b>1k</b>	
<b>l</b> Performance of services or membership or fundraising solicitations for related organization(s) . . . . .	<b>1l</b>	
<b>m</b> Performance of services or membership or fundraising solicitations by related organization(s) . . . . .	<b>1m</b>	
<b>n</b> Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) . . . . .	<b>1n</b>	
<b>o</b> Sharing of paid employees with related organization(s) . . . . .	<b>1o</b>	
<b>p</b> Reimbursement paid to related organization(s) for expenses . . . . .	<b>1p</b>	
<b>q</b> Reimbursement paid by related organization(s) for expenses . . . . .	<b>1q</b>	
<b>r</b> Other transfer of cash or property to related organization(s) . . . . .	<b>1r</b>	
<b>s</b> Other transfer of cash or property from related organization(s) . . . . .	<b>1s</b>	

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) TEE TIME HOLDINGS LLC	S	52,605,632.	CASH VALUE
(2)			
(3)			
(4)			
(5)			
(6)			

**Part VI** **Unrelated Organizations Taxable as a Partnership.** Complete if the organization answered "Yes" on Form 990, Part IV, line 37.

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(e) Are all partners section 501(c)(3) organizations?		(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V - UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
				Yes	No			Yes	No		Yes	No	
(1)													
(2)													
(3)													
(4)													
(5)													
(6)													
(7)													
(8)													
(9)													
(10)													
(11)													
(12)													
(13)													
(14)													
(15)													
(16)													

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**Part VII** **Supplemental Information**

Provide additional information for responses to questions on Schedule R. See instructions.

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# RENT AND ROYALTY INCOME

Taxpayer's Name PGA TOUR, INC.	Identifying Number 52-0999206
-----------------------------------	----------------------------------

DESCRIPTION OF PROPERTY  
SAWGRASS VILLAGE

Yes	No	Did you actively participate in the operation of the activity during the tax year?
-----	----	--

TYPE OF PROPERTY:  
REAL RENTAL INCOME

OTHER INCOME:		459,932.
TOTAL GROSS INCOME		459,932.

OTHER EXPENSES:

DEPRECIATION (SHOWN BELOW)		
LESS: Beneficiary's Portion		
AMORTIZATION		
LESS: Beneficiary's Portion		
DEPLETION		
LESS: Beneficiary's Portion		
TOTAL EXPENSES		
TOTAL RENT OR ROYALTY INCOME (LOSS)		459,932.

Less Amount to

Rent or Royalty		
Depreciation		
Depletion		
Investment Interest Expense		
Other Expenses		
Net Income (Loss) to Others		
Net Rent or Royalty Income (Loss)		459,932.

Deductible Rental Loss (if Applicable)

**SCHEDULE FOR DEPRECIATION CLAIMED**

(a) Description of property	(b) Cost or unadjusted basis	(c) Date acquired	(d) ACRS des.	(e) Bus. %	(f) Basis for depreciation	(g) Depreciation in prior years	(h) Method	(i) Life or rate	(j) Depreciation for this year
<b>Totals</b>									

SUPPLEMENT TO RENT AND ROYALTY SCHEDULE

OTHER INCOME

459,932.

RENT AND ROYALTY SUMMARY

<u>PROPERTY</u>	<u>TOTAL INCOME</u>	<u>DEPLETION/ DEPRECIATION</u>	<u>OTHER EXPENSES</u>	<u>ALLOWABLE NET INCOME</u>
SAWGRASS VILLAGE	459,932.			459,932.
TOTALS	<u>459,932.</u>			<u>459,932.</u>

**Exempt Organization Business Income Tax Return  
(and proxy tax under section 6033(e))**

For calendar year 2016 or other tax year beginning 01/01, 2016, and ending 12/31, 2016.

**2016**

Department of the Treasury  
Internal Revenue Service

▶ **Information about Form 990-T and its instructions is available at [www.irs.gov/form990t](http://www.irs.gov/form990t).**  
▶ **Do not enter SSN numbers on this form as it may be made public if your organization is a 501(c)(3).**

Open to Public Inspection for  
501(c)(3) Organizations Only

<b>A</b> <input type="checkbox"/> Check box if address changed	Name of organization ( <input type="checkbox"/> Check box if name changed and see instructions.)	<b>D Employer identification number</b> (Employees' trust, see instructions.)
<b>B Exempt under section</b> <input checked="" type="checkbox"/> 501(C)(6) <input type="checkbox"/> 408(e) <input type="checkbox"/> 220(e) <input type="checkbox"/> 408A <input type="checkbox"/> 530(a) <input type="checkbox"/> 529(a)	PGA TOUR, INC. Number, street, and room or suite no. If a P.O. box, see instructions. 100 PGA TOUR BOULEVARD City or town, state or province, country, and ZIP or foreign postal code PONTE VEDRA BEACH, FL 32082	52-0999206
<b>C Book value of all assets at end of year</b> 2589063558.	<b>F Group exemption number (See instructions.)</b> ▶	<b>E Unrelated business activity codes</b> (See instructions.) 900003 519100
<b>G Check organization type</b> ▶ <input checked="" type="checkbox"/> 501(c) corporation <input type="checkbox"/> 501(c) trust <input type="checkbox"/> 401(a) trust <input type="checkbox"/> Other trust		

**H Describe the organization's primary unrelated business activity.** ▶ PRODUCTION AND BROADCAST RIGHTS ACTIVITY

**I During the tax year, was the corporation a subsidiary in an affiliated group or a parent-subsidiary controlled group?** . . . . . ▶  Yes  No  
If "Yes," enter the name and identifying number of the parent corporation. ▶

**J The books are in care of** ▶ JEANNE LIGHTCAP Telephone number ▶ 904-285-3700

<b>Part I Unrelated Trade or Business Income</b>		(A) Income	(B) Expenses	(C) Net
<b>1a</b> Gross receipts or sales	57,169.			
<b>b</b> Less returns and allowances				
<b>c Balance</b> ▶		<b>1c</b> 57,169.		
<b>2</b> Cost of goods sold (Schedule A, line 7)		<b>2</b> 30,831.		
<b>3</b> Gross profit. Subtract line 2 from line 1c		<b>3</b> 26,338.		26,338.
<b>4a</b> Capital gain net income (attach Schedule D)		<b>4a</b>		
<b>b</b> Net gain (loss) (Form 4797, Part II, line 17) (attach Form 4797)		<b>4b</b>		
<b>c</b> Capital loss deduction for trusts		<b>4c</b>		
<b>5</b> Income (loss) from partnerships and S corporations (attach statement)		<b>5</b> -497,703.	ATCH 1	-497,703.
<b>6</b> Rent income (Schedule C)		<b>6</b>		
<b>7</b> Unrelated debt-financed income (Schedule E)		<b>7</b> 71,402.	75,533.	-4,131.
<b>8</b> Interest, annuities, royalties, and rents from controlled organizations (Schedule F)		<b>8</b> 381,434.	297,775.	83,659.
<b>9</b> Investment income of a section 501(c)(7), (9), or (17) organization (Schedule G)		<b>9</b>		
<b>10</b> Exploited exempt activity income (Schedule I)		<b>10</b>		
<b>11</b> Advertising income (Schedule J)		<b>11</b> 1,962,226.	784,235.	1,177,991.
<b>12</b> Other income (See instructions; attach schedule)		<b>12</b> 15,318,730.	ATCH 2	15,318,730.
<b>13 Total.</b> Combine lines 3 through 12		<b>13</b> 17,262,427.	1,157,543.	16,104,884.

**Part II Deductions Not Taken Elsewhere** (See instructions for limitations on deductions.) (Except for contributions, deductions must be directly connected with the unrelated business income.)

<b>14</b> Compensation of officers, directors, and trustees (Schedule K)		<b>14</b>	
<b>15</b> Salaries and wages		<b>15</b>	
<b>16</b> Repairs and maintenance		<b>16</b>	
<b>17</b> Bad debts		<b>17</b>	
<b>18</b> Interest (attach schedule)		<b>18</b>	
<b>19</b> Taxes and licenses		<b>19</b>	214,854.
<b>20</b> Charitable contributions (See instructions for limitation rules) ATTACHMENT 3		<b>20</b>	430,479.
<b>21</b> Depreciation (attach Form 4562)		<b>21</b>	
<b>22</b> Less depreciation claimed on Schedule A and elsewhere on return		<b>22a</b>	
<b>22b</b>		<b>22b</b>	
<b>23</b> Depletion		<b>23</b>	
<b>24</b> Contributions to deferred compensation plans		<b>24</b>	
<b>25</b> Employee benefit programs		<b>25</b>	
<b>26</b> Excess exempt expenses (Schedule I)		<b>26</b>	
<b>27</b> Excess readership costs (Schedule J)		<b>27</b>	
<b>28</b> Other deductions (attach schedule) ATTACHMENT 4		<b>28</b>	11,585,240.
<b>29 Total deductions.</b> Add lines 14 through 28		<b>29</b>	12,230,573.
<b>30</b> Unrelated business taxable income before net operating loss deduction. Subtract line 29 from line 13		<b>30</b>	3,874,311.
<b>31</b> Net operating loss deduction (limited to the amount on line 30)		<b>31</b>	
<b>32</b> Unrelated business taxable income before specific deduction. Subtract line 31 from line 30		<b>32</b>	3,874,311.
<b>33</b> Specific deduction (Generally \$1,000, but see line 33 instructions for exceptions)		<b>33</b>	1,000.
<b>34 Unrelated business taxable income.</b> Subtract line 33 from line 32. If line 33 is greater than line 32, enter the smaller of zero or line 32		<b>34</b>	3,873,311.



**Part III Tax Computation**

<b>35 Organizations Taxable as Corporations.</b> See instructions for tax computation. Controlled group members (sections 1561 and 1563) check here <input checked="" type="checkbox"/> See instructions and:		
<b>a</b> Enter your share of the \$50,000, \$25,000, and \$9,925,000 taxable income brackets (in that order): (1) \$ 50,000. (2) \$ 25,000. (3) \$ 9,925,000.		
<b>b</b> Enter organization's share of: (1) Additional 5% tax (not more than \$11,750) . . . . . \$ (2) Additional 3% tax (not more than \$100,000) . . . . . \$		
<b>c</b> Income tax on the amount on line 34. . . . . <u>ATTCH 5</u> ▶	<b>35c</b>	1,305,176.
<b>36 Trusts Taxable at Trust Rates.</b> See instructions for tax computation. Income tax on the amount on line 34 from: <input type="checkbox"/> Tax rate schedule or <input type="checkbox"/> Schedule D (Form 1041). . . . . ▶	<b>36</b>	
<b>37 Proxy tax.</b> See instructions . . . . . ▶	<b>37</b>	30,799.
<b>38 Alternative minimum tax</b> . . . . . ▶	<b>38</b>	
<b>39 Tax on Non-Compliant Facility Income.</b> See instructions . . . . . ▶	<b>39</b>	
<b>40 Total.</b> Add lines 37, 38 and 39 to line 35c or 36, whichever applies. . . . . ▶	<b>40</b>	1,335,975.

**Part IV Tax and Payments**

<b>41 a</b> Foreign tax credit (corporations attach Form 1118; trusts attach Form 1116). . . . . ▶	<b>41a</b>	
<b>b</b> Other credits (see instructions). . . . . ▶	<b>41b</b>	
<b>c</b> General business credit. Attach Form 3800 (see instructions) . . . . . ▶	<b>41c</b>	1,189.
<b>d</b> Credit for prior year minimum tax (attach Form 8801 or 8827). . . . . ▶	<b>41d</b>	
<b>e Total credits.</b> Add lines 41a through 41d . . . . . ▶	<b>41e</b>	1,189.
<b>42</b> Subtract line 41e from line 40. . . . . ▶	<b>42</b>	1,334,786.
<b>43</b> Other taxes. Check if from: <input type="checkbox"/> Form 4255 <input type="checkbox"/> Form 8611 <input type="checkbox"/> Form 8697 <input type="checkbox"/> Form 8866 <input type="checkbox"/> Other (attach schedule) . . . . . ▶	<b>43</b>	
<b>44 Total tax.</b> Add lines 42 and 43. . . . . ▶	<b>44</b>	1,334,786.
<b>45 a</b> Payments: A 2015 overpayment credited to 2016 . . . . . ▶	<b>45a</b>	1,384,686.
<b>b</b> 2016 estimated tax payments . . . . . ▶	<b>45b</b>	663,600.
<b>c</b> Tax deposited with Form 8868. . . . . ▶	<b>45c</b>	
<b>d</b> Foreign organizations: Tax paid or withheld at source (see instructions) . . . . . ▶	<b>45d</b>	
<b>e</b> Backup withholding (see instructions) . . . . . ▶	<b>45e</b>	
<b>f</b> Credit for small employer health insurance premiums (Attach Form 8941) . . . . . ▶	<b>45f</b>	
<b>g</b> Other credits and payments: <input type="checkbox"/> Form 2439 <input type="checkbox"/> Form 4136 <input type="checkbox"/> Other Total ▶	<b>45g</b>	
<b>46 Total payments.</b> Add lines 45a through 45g . . . . . ▶	<b>46</b>	2,048,286.
<b>47</b> Estimated tax penalty (see instructions). Check if Form 2220 is attached. . . . . ▶ <input type="checkbox"/>	<b>47</b>	
<b>48 Tax due.</b> If line 46 is less than the total of lines 44 and 47, enter amount owed . . . . . ▶	<b>48</b>	
<b>49 Overpayment.</b> If line 46 is larger than the total of lines 44 and 47, enter amount overpaid . . . . . ▶	<b>49</b>	713,500.
<b>50</b> Enter the amount of line 49 you want: <b>Credited to 2017 estimated tax</b> ▶ 713,500. <b>Refunded</b> ▶	<b>50</b>	

**Part V Statements Regarding Certain Activities and Other Information** (see instructions)

<b>51</b> At any time during the 2016 calendar year, did the organization have an interest in or a signature or other authority over a financial account (bank, securities, or other) in a foreign country? If YES, the organization may have to file FinCEN Form 114, Report of Foreign Bank and Financial Accounts. If YES, enter the name of the foreign country here ▶ AUS, MALAYSIA, CANADA, S.K	Yes	No
	X	
<b>52</b> During the tax year, did the organization receive a distribution from, or was it the grantor of, or transferor to, a foreign trust? . . . . . If YES, see instructions for other forms the organization may have to file.		X
<b>53</b> Enter the amount of tax-exempt interest received or accrued during the tax year ▶ \$		

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which preparer has any knowledge.

<b>Sign Here</b>	KENNETH SHARKEY	11/14/2017	EVP/CFO	May the IRS discuss this return with the preparer shown below (see instructions)? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
	Signature of officer	Date	Title		
<b>Paid Preparer Use Only</b>	Print/Type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	KARRIE HEBERT				P00445082
	Firm's name ▶ PRICEWATERHOUSECOOPERS LLP	Firm's EIN ▶ 1304008324		Phone no. 8132182959	
Firm's address ▶ 4040 WEST BOY SCOUT BLVD, STE 1000, TAMPA, FL 33607					

**Schedule A - Cost of Goods Sold.** Enter method of inventory valuation ▶

<b>1</b> Inventory at beginning of year	<b>1</b>		<b>6</b> Inventory at end of year	<b>6</b>	
<b>2</b> Purchases	<b>2</b>	30,831.	<b>7</b> <b>Cost of goods sold.</b> Subtract line 6 from line 5. Enter here and in Part I, line 2.	<b>7</b>	30,831.
<b>3</b> Cost of labor	<b>3</b>		<b>8</b> Do the rules of section 263A (with respect to property produced or acquired for resale) apply to the organization?	<b>Yes</b>	<b>No</b>
<b>4a</b> Additional section 263A costs (attach schedule)	<b>4a</b>				
<b>b</b> Other costs (attach schedule)	<b>4b</b>				
<b>5</b> <b>Total.</b> Add lines 1 through 4b	<b>5</b>	30,831.			X

**Schedule C - Rent Income (From Real Property and Personal Property Leased With Real Property)**

(see instructions)

**1.** Description of property

(1)
(2)
(3)
(4)

**2.** Rent received or accrued

<b>(a)</b> From personal property (if the percentage of rent for personal property is more than 10% but not more than 50%)	<b>(b)</b> From real and personal property (if the percentage of rent for personal property exceeds 50% or if the rent is based on profit or income)	<b>3(a)</b> Deductions directly connected with the income in columns 2(a) and 2(b) (attach schedule)
(1)		
(2)		
(3)		
(4)		
<b>Total</b>	<b>Total</b>	

**(c) Total income.** Add totals of columns 2(a) and 2(b). Enter here and on page 1, Part I, line 6, column (A) . . . . ▶

**(b) Total deductions.** Enter here and on page 1, Part I, line 6, column (B) ▶

**Schedule E - Unrelated Debt-Financed Income** (see instructions)

1. Description of debt-financed property		2. Gross income from or allocable to debt-financed property	3. Deductions directly connected with or allocable to debt-financed property	
			(a) Straight line depreciation (attach schedule)	(b) Other deductions (attach schedule)
(1)	ATTACHMENT 6			
(2)				
(3)				
(4)				
4. Amount of average acquisition debt on or allocable to debt-financed property (attach schedule)	5. Average adjusted basis of or allocable to debt-financed property (attach schedule)	6. Column 4 divided by column 5	7. Gross income reportable (column 2 x column 6)	8. Allocable deductions (column 6 x total of columns 3(a) and 3(b))
(1)		%		
(2)		%		
(3)		%		
(4)		%		
<b>Totals</b> . . . . . ▶			Enter here and on page 1, Part I, line 7, column (A). 71,402.	Enter here and on page 1, Part I, line 7, column (B). 75,533.
<b>Total dividends-received deductions</b> included in column 8 . . . . . ▶				

**Schedule F - Interest, Annuities, Royalties, and Rents From Controlled Organizations** (see instructions)

1. Name of controlled organization	2. Employer identification number	Exempt Controlled Organizations			
		3. Net unrelated income (loss) (see instructions)	4. Total of specified payments made	5. Part of column 4 that is included in the controlling organization's gross income	6. Deductions directly connected with income in column 5
(1) ATTACHMENT 7					
(2)					
(3)					
(4)					

**Nonexempt Controlled Organizations**

7. Taxable Income	8. Net unrelated income (loss) (see instructions)	9. Total of specified payments made	10. Part of column 9 that is included in the controlling organization's gross income	11. Deductions directly connected with income in column 10
(1)				
(2)				
(3)				
(4)				
<b>Totals</b> .....			381,434.	297,775.

**Schedule G - Investment Income of a Section 501(c)(7), (9), or (17) Organization** (see instructions)

1. Description of income	2. Amount of income	3. Deductions directly connected (attach schedule)	4. Set-asides (attach schedule)	5. Total deductions and set-asides (col. 3 plus col. 4)
(1)				
(2)				
(3)				
(4)				
<b>Totals</b> .....		Enter here and on page 1, Part I, line 9, column (A).		Enter here and on page 1, Part I, line 9, column (B).

**Schedule I - Exploited Exempt Activity Income, Other Than Advertising Income** (see instructions)

1. Description of exploited activity	2. Gross unrelated business income from trade or business	3. Expenses directly connected with production of unrelated business income	4. Net income (loss) from unrelated trade or business (column 2 minus column 3). If a gain, compute cols. 5 through 7.	5. Gross income from activity that is not unrelated business income	6. Expenses attributable to column 5	7. Excess exempt expenses (column 6 minus column 5, but not more than column 4).
(1)						
(2)						
(3)						
(4)						
<b>Totals</b> .....		Enter here and on page 1, Part I, line 10, col. (A).	Enter here and on page 1, Part I, line 10, col. (B).			Enter here and on page 1, Part II, line 26.

**Schedule J - Advertising Income** (see instructions)

**Part I Income From Periodicals Reported on a Consolidated Basis**

1. Name of periodical	2. Gross advertising income	3. Direct advertising costs	4. Advertising gain or (loss) (col. 2 minus col. 3). If a gain, compute cols. 5 through 7.	5. Circulation income	6. Readership costs	7. Excess readership costs (column 6 minus column 5, but not more than column 4).
(1) EVENT PUBLICATIONS	1,962,226.	784,235.		12,535.		
(2)						
(3)						
(4)						
<b>Totals</b> (carry to Part II, line (5))	1,962,226.	784,235.	1,177,991.	12,535.		

**Part II** **Income From Periodicals Reported on a Separate Basis** (For each periodical listed in Part II, fill in columns 2 through 7 on a line-by-line basis.)

1. Name of periodical	2. Gross advertising income	3. Direct advertising costs	4. Advertising gain or (loss) (col. 2 minus col. 3). If a gain, compute cols. 5 through 7.	5. Circulation income	6. Readership costs	7. Excess readership costs (column 6 minus column 5, but not more than column 4).
(1)						
(2)						
(3)						
(4)						
<b>Totals from Part I</b> . . . . . ▶	1,962,226.	784,235.				
	Enter here and on page 1, Part I, line 11, col (A).	Enter here and on page 1, Part I, line 11, col (B).				Enter here and on page 1, Part II, line 27.
<b>Totals, Part II (lines 1-5)</b> . . . . . ▶	1,962,226.	784,235.				

**Schedule K - Compensation of Officers, Directors, and Trustees** (see instructions)

1. Name	2. Title	3. Percent of time devoted to business	4. Compensation attributable to unrelated business
(1)		%	
(2)		%	
(3)		%	
(4)		%	
<b>Total.</b> Enter here and on page 1, Part II, line 14 . . . . . ▶			

FORM 990T - LINE 5 -INCOME (LOSS) FROM PARTNERSHIPS

ABOUT GOLF LIMITED	01-0688737	-14,771.
TOGETHER GROWING THE GAME	47-3522124	-482,932.
INCOME (LOSS) FROM PARTNERSHIPS		<u>-497,703.</u>

PART I - LINE 12 - OTHER INCOME

PROGRAM SERVICE - PRODUCTION REVENUE	8,336,643.
PROGRAM SERVICE - TELEVISION RIGHTS	6,507,087.
PROGRAM SERVICE - TOURNAMENT MANAGED	475,000.
PART I - LINE 12 - OTHER INCOME	<u>15,318,730.</u>

FORM 990T - PART II - LINE 20 - CHARITABLE CONTRIBUTIONS

UNRELATED TRADE OR BUSINESS INCOME	16,104,884.
ADD: DOMESTIC PRODUCTION ACTIVITIES DEDUCTION	0.
LESS: DEDUCTIONS WITHOUT CHARITABLE CONTRIBUTIONS AND DPAD	<u>11,800,094.</u>
	* 10%
CHARITABLE CONTRIBUTION LIMITATION (10%)	430,479.
CHARITABLE CONTRIBUTION	41,521,820.
<u>CHARITABLE CONTRIBUTION DEDUCTION (SMALLER OF THE ABOVE TWO)</u>	<u>430,479.</u>

FORM 990T - PART II - LINE 28 - TOTAL OTHER DEDUCTIONS

PRODUCTION EXPENSE	8,010,582.
TELEVISION RIGHTS EXPENSE	3,218,741.
TOURNAMENT MANAGED	326,830.
MERCHANDISE	29,087.

PART II - LINE 28 - OTHER DEDUCTIONS	<u>11,585,240.</u>
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FORM 990T - ORGANIZATIONS TAXABLE AS CORPORATIONS - TAX COMPUTATION

1	TAXABLE INCOME FROM LINE 34, PAGE 1, 990-T .....	3,873,311.
2	LINE 1 OR THE CORPORATION'S SHARE OF THE \$50,000 TAXABLE INCOME BRACKET, WHICHEVER IS LESS .....	50,000.
3	SUBTRACT LINE 2 FROM LINE 1 .....	3,823,311.
4	LINE 3 OR THE CORPORATION'S SHARE OF THE \$25,000 TAXABLE INCOME BRACKET, WHICHEVER IS LESS .....	25,000.
5	SUBTRACT LINE 4 FROM LINE 3 .....	3,798,311.
6	LINE 5 OR THE CORPORATION'S SHARE OF THE \$9,925,000 TAXABLE INCOME BRACKET, WHICHEVER IS LESS .....	3,798,311.
7	SUBTRACT LINE 6 FROM LINE 5 .....	
8	ENTER 15% OF LINE 2 .....	7,500.
9	ENTER 25% OF LINE 4 .....	6,250.
10	ENTER 34% OF LINE 6 .....	1,291,426.
11	ENTER 35% OF LINE 7 .....	
12	MEMBER'S SHARE OF ADDITIONAL TAX: (A) 5% OF THE EXCESS OVER \$100,000 OR (B) \$11,750 .....	
13	MEMBER'S SHARE OF ADDITONAL TAX: (A) 3% OF THE EXCESS OVER \$15 MILLION OR (B) \$100,000 .....	
14	TOTAL OF LINES 8 THROUGH 13. ENTER THIS AMOUNT ON LINE 35C, PAGE 2, 990-T .....	1,305,176.

SCHEDULE E - UNRELATED DEBT-FINANCED INCOME

ATTACHMENT 6

1.	2.	3.		4.	5.	6.	7.	8.
<u>DESCRIPTION OF DEBT-FINANCED PROPERTY</u>	<u>GROSS INCOME</u>	<u>DEDUCTIONS DIRECTLY CONNECTED</u>		<u>AVERAGE ACQUISITION DEBT</u>	<u>AVERAGE ADJUSTED BASIS</u>	<u>% 4 IS OF 5</u>	<u>GROSS INCOME REPORTABLE (2 X 6)</u>	<u>ALLOCABLE DEDUCTIONS (6 * (3A + 3B))</u>
		<u>(3A)</u>	<u>(3B)</u>					
BUSINESS PARK RENTAL	82,986.	22,373.	65,414.	6,698,300.	7,784,982.	86.041	71,402.	75,533.
				TOTALS			<u>71,402.</u>	<u>75,533.</u>

SCHEDULE F - INTEREST, ANNUITIES, ROYALTIES, AND RENTS FROM CONTROLLED ORGANIZATIONS

ATTACHMENT 7

EXEMPT CONTROLLED ORGANIZATION				NONEXEMPT CONTROLLED ORGANIZATION																	
1. NAME OF CONTROLLED ORGANIZATION	2. EMPLOYER IDENTIFICATION NUMBER	3. NET UNRELATED INCOME (LOSS)	4. TOTAL OF SPECIFIED PAYMENTS MADE	5. PART OF COLUMN (4) THAT IS INCLUDED IN THE CONTROLLING ORGANIZATION'S GROSS INCOME			6. DEDUCTIONS DIRECTLY CONNECTED WITH INCOME IN COLUMN (5)		7. TAXABLE INCOME		8. UNRELATED INCOME		9. TOTAL OF SPECIFIED PAYMENTS MADE		10. PART OF COLUMN (9) THAT IS INCLUDED IN THE CONTROLLING ORGANIZATION'S GROSS INCOME		11. DEDUCTIONS DIRECTLY CONNECTED WITH INCOME IN COLUMN (10)				
				5.	6.	7.	8.	9.	10.	11.											
TOUR AIR, INC.	39-2072218					243,093.		243,093.		4,488.		4,488.									
PGA TOUR GCP, INC.	59-2009946					-66,305,165.		-66,305,165.		310,646.		310,646.							216,397.		
PGA TOUR CONSTRUCTION SERV INC	59-2551330					-1,854,941.		-1,854,941.		33,150.		33,150.							40,689.		
PGA TOUR DESIGN SERVICES INC.	59-2904716					-733,700.		-733,700.		33,150.		33,150.							40,689.		
													TOTALS		<u>381,434.</u>		<u>297,775.</u>				

**Depreciation and Amortization**  
(Including Information on Listed Property)

Department of the Treasury  
Internal Revenue Service (99)

▶ Attach to your tax return.

▶ Information about Form 4562 and its separate instructions is at [www.irs.gov/form4562](http://www.irs.gov/form4562).

Attachment  
Sequence No. **179**

Name(s) shown on return

PGA TOUR, INC.

Identifying number

52-0999206

Business or activity to which this form relates

GENERAL DEPRECIATION

**Part I Election To Expense Certain Property Under Section 179**

**Note:** If you have any listed property, complete Part V before you complete Part I.

1	Maximum amount (see instructions)	1	
2	Total cost of section 179 property placed in service (see instructions)	2	
3	Threshold cost of section 179 property before reduction in limitation (see instructions)	3	
4	Reduction in limitation. Subtract line 3 from line 2. If zero or less, enter -0-	4	
5	Dollar limitation for tax year. Subtract line 4 from line 1. If zero or less, enter -0-. If married filing separately, see instructions	5	
6	(a) Description of property	(b) Cost (business use only)	(c) Elected cost
7	Listed property. Enter the amount from line 29	7	
8	Total elected cost of section 179 property. Add amounts in column (c), lines 6 and 7	8	
9	Tentative deduction. Enter the smaller of line 5 or line 8	9	
10	Carryover of disallowed deduction from line 13 of your 2015 Form 4562	10	
11	Business income limitation. Enter the smaller of business income (not less than zero) or line 5 (see instructions)	11	
12	Section 179 expense deduction. Add lines 9 and 10, but don't enter more than line 11	12	
13	Carryover of disallowed deduction to 2017. Add lines 9 and 10, less line 12	13	

**Note:** Don't use Part II or Part III below for listed property. Instead, use Part V.

**Part II Special Depreciation Allowance and Other Depreciation (Don't include listed property.) (See instructions.)**

14	Special depreciation allowance for qualified property (other than listed property) placed in service during the tax year (see instructions)	14	
15	Property subject to section 168(f)(1) election	15	
16	Other depreciation (including ACRS)	16	

**Part III MACRS Depreciation (Don't include listed property.) (See instructions.)**

**Section A**

17	MACRS deductions for assets placed in service in tax years beginning before 2016	17	
18	If you are electing to group any assets placed in service during the tax year into one or more general asset accounts, check here		

**Section B - Assets Placed in Service During 2016 Tax Year Using the General Depreciation System**

(a) Classification of property	(b) Month and year placed in service	(c) Basis for depreciation (business/investment use only - see instructions)	(d) Recovery period	(e) Convention	(f) Method	(g) Depreciation deduction
19a 3-year property						
b 5-year property						
c 7-year property						
d 10-year property						
e 15-year property						
f 20-year property						
g 25-year property			25 yrs.		S/L	
h Residential rental property			27.5 yrs.	MM	S/L	
i Nonresidential real property			39 yrs.	MM	S/L	

**Section C - Assets Placed in Service During 2016 Tax Year Using the Alternative Depreciation System**

20a Class life					S/L	
b 12-year			12 yrs.		S/L	
c 40-year			40 yrs.	MM	S/L	

**Part IV Summary (See instructions.)**

21	Listed property. Enter amount from line 28	21	
22	<b>Total.</b> Add amounts from line 12, lines 14 through 17, lines 19 and 20 in column (g), and line 21. Enter here and on the appropriate lines of your return. Partnerships and S corporations - see instructions	22	
23	For assets shown above and placed in service during the current year, enter the portion of the basis attributable to section 263A costs	23	

Part V Listed Property (Include automobiles, certain other vehicles, certain aircraft, certain computers, and property used for entertainment, recreation, or amusement.)

Note: For any vehicle for which you are using the standard mileage rate or deducting lease expense, complete only 24a, 24b, columns (a) through (c) of Section A, all of Section B, and Section C if applicable.

Section A - Depreciation and Other Information (Caution: See the instructions for limits for passenger automobiles.)

24a Do you have evidence to support the business/investment use claimed? Yes X No 24b If "Yes," is the evidence written? Yes X No

Table with 9 columns: (a) Type of property, (b) Date placed in service, (c) Business/investment use percentage, (d) Cost or other basis, (e) Basis for depreciation, (f) Recovery period, (g) Method/Convention, (h) Depreciation deduction, (i) Elected section 179 cost. Includes rows 25-29.

Section B - Information on Use of Vehicles

Complete this section for vehicles used by a sole proprietor, partner, or other "more than 5% owner," or related person. If you provided vehicles to your employees, first answer the questions in Section C to see if you meet an exception to completing this section for those vehicles.

Table with 6 columns: (a) Vehicle 1, (b) Vehicle 2, (c) Vehicle 3, (d) Vehicle 4, (e) Vehicle 5, (f) Vehicle 6. Includes rows 30-36.

Section C - Questions for Employers Who Provide Vehicles for Use by Their Employees

Answer these questions to determine if you meet an exception to completing Section B for vehicles used by employees who aren't more than 5% owners or related persons (see instructions).

Table with 2 columns: Yes, No. Includes rows 37-41.

Part VI Amortization

Table with 6 columns: (a) Description of costs, (b) Date amortization begins, (c) Amortizable amount, (d) Code section, (e) Amortization period or percentage, (f) Amortization for this year. Includes rows 42-44.

Description of Property

GENERAL DEPRECIATION

DEPRECIATION

Asset description	Date placed in service	Unadjusted Cost or basis	Bus. %	179 exp. reduction in basis	Basis Reduction	Basis for depreciation	Beginning Accumulated depreciation	Ending Accumulated depreciation	Method	Conv.	Life	ACRS class	MA CRS class	Current-year 179 expense	Current-year depreciation
LAND AND LAND IMPR		3,802,555.	100.000			3,802,555.									
BUILDINGS	01/01/1974	15063335.	100.000			15063335.	7,482,954.	7,482,954.	SL		40.000				
LEASEHOLD IMPROVE.	01/01/1974	2,667,242.	100.000			2,667,242.	773,679.	773,679.	SL		40.000				
FURN. AND FIX.	01/01/2004	108703310.	100.000			108703310.	82848563.	82848563.	SL		10.000				
OTHER	01/01/2001	28966360.	100.000			28966360.	5,026,427.	5,026,427.	SL		10.000				
Less: Retired Assets . . . . .															
<b>Subtotals . . . . .</b>		159202802.				159202802.	96131623.	96131623.							

Listed Property

Less: Retired Assets . . . . .															
<b>Subtotals . . . . .</b>															
<b>TOTALS . . . . .</b>		159202802.				159202802.	96131623.	96131623.							

AMORTIZATION

Asset description	Date placed in service	Cost or basis	Accumulated amortization	Ending Accumulated amortization	Code	Life	Current-year amortization
<b>TOTALS . . . . .</b>							

\*Assets Retired

FEDERAL FOOTNOTES

FORM 8865 - FILING EXCEPTION

CONTROLLED FOREIGN PARTNERSHIP REPORTING:

THE TAXPAYER WAS NOT REQUIRED TO FILE FORM 8865 UNDER THE CONSTRUCTIVE OWNERS EXCEPTION. THE TAXPAYER HAS AN INTEREST IN THE FOLLOWING ENTITY WHICH FILED FORM 8865:

BBH ASIAN OPPORTUNITY FUND, LP  
140 BROADWAY  
NEW YORK, NY 10005

THE TAXPAYER WOULD HAVE HAD TO FILE A FORM 8865 FOR ITS INDIRECT OWNERSHIP IN THE ENTITY LISTED BELOW BUT FOR THIS EXCEPTION.

BBH ASIAN OPPORTUNITY FUND, LTD  
P.O. BOX 2330 GT  
GEORGE TOWN, GRAND CAYMAN, CAYMAN ISLANDS



**FLORIDA DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES**  
**COMMISSIONER ADAM H. PUTNAM**

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March 15, 2018

Refer To: CH8173

PGA TOUR, INC.  
100 PGA TOUR BLVD  
PONTE VEDRA BEACH, FL 32082-3046

RE: PGA TOUR, INC.  
REGISTRATION#: CH8173  
EXPIRATION DATE: February 11, 2019

Dear Sir or Madam:

The above-named organization/sponsor has complied with the registration requirements of Chapter 496, Florida Statutes, the Solicitation of Contributions Act. A COPY OF THIS LETTER SHOULD BE RETAINED FOR YOUR RECORDS.

Every charitable organization or sponsor which is required to register under s. 496.405 must conspicuously display the registration number issued by the Department and in capital letters the following statement on every printed solicitation, written confirmation, receipt, or reminder of a contribution:

"A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE."

The Solicitation of Contributions Act requires an annual renewal statement to be filed on or before the date of expiration of the previous registration. The Department will send a renewal package approximately 30 days prior to the date of expiration as shown above.

Thank you for your cooperation. If we may be of further assistance, please contact the Solicitation of Contributions section.

Sincerely,

*Cassie Miller*

Cassie Miller  
Regulatory Consultant  
850-410-3719  
Fax: 850-410-3804  
E-mail: cassie.miller@freshfromflorida.com





# Check-A-Charity

KNOW HOW YOUR MONEY IS BEING SPENT

**Pga Tour, Inc., Ponte Vedra, FL**

***Also Soliciting as***

- Birdies For The Brave (Tpc Sawgrass)
- Cadillac Championship
- Pga Tour Championship Mgmt.
- Pga Tour Entertainment
- Players Health Plan
- The Players Championship
- Web.Com Tour Championship Mgmt.

Registration Number :CH8173

Expiration Date : 2/11/2019

Revenue Source : IRS 990 w/ Sch.A (12/31/2016)

Total Revenue : \$1,280,738,913.00

Program Services Expenses : \$1,202,983,317.00 **100%**

Total Expenses : \$1,202,983,317.00

Administrative Expenses : \$.00 **0%**

Surplus/Deficit : \$77,755,596.00

Fundraising Expenses : \$.00 **0%**



**DUVAL COUNTY TOURIST DEVELOPMENT COUNCIL  
POST-EVENT REPORT  
ATTACHMENT B**

**Event Information**

Organization: THE PLAYERS Championship  
 Event: THE PLAYERS Championship  
 Event Date(s): May 8-13, 2018

**Visitors Information Summary**

Number of Attendees/Visitors	200,000+
Tracking Method (e.g. registration, hotel contracts)	Ticket Scanning
Hotel(s):	Number of Room Nights
NA	0
<b>Total of Room Nights</b>	<b>0</b>

**TDC Grant Award**

<b>(A) Maximum Grant Award: \$250,000</b>
<b>Room nightsNA @ \$ NA per room = NA (B) Total expense reimbursement</b>
<b>What were the authorized expenses that TDC Reimbursement Funds (B Above) will be used for:</b>
<b>National, and international, marketing and advertising</b>
<b>See attached media plan for breakdown of the spend</b>
<b>PROVISION UP TO \$25,000.00 OF \$250,000.00 MAY BE ALLOCATED TOWARD COOPERATIVE WITH CITY OF JACKSONVILLE EFFORT TO PROMOTE TOURISM THROUGH MARKETING AT TPC TOURNAMENT</b>

**Describe Hotel Impact and Media Exposure for Duval County**

**Over 200,000 fans in attendance at THE PLAYERS 2018**

**Record scanned attendance on Friday and Saturday**

**Over 58% - Attendees from outside the 5-county area (Duval, St. Johns, Nassau, Clay and Baker)**

**33.7 – Total number of tournament competition hours broadcasted on NBC/Golf Channel**

**30 Million – Total domestic views of the NBC/Golf Channel broadcast**

**114.4 Minutes – Average tune-in time of the NBC/Golf Channel broadcast**

**923 – Total media staff members representing 195 media outlets**

**21 countries and territories were represented, including the U.S. This was the largest number of countries represented at THE PLAYERS Championship**

(records checked went back to 2006).

**1 billion – Total households outside the United States that receive the broadcast of THE PLAYERS**

**30 Million – Viewers Tuned in to THE PLAYERS on Golf Channel/NBC**

**Golf Channel's first round coverage tied for the highest-rated first round for THE PLAYERS ever.**

**Golf Channel's second round coverage tied for the highest-rated second round for THE PLAYERS ever.**

**3.4 Million – Average Viewers Watched the Third Round. Saturday's telecast tied for the highest rated third round for THE PLAYERS since 2013.**

**5.8 Million – Average Viewers Watched the Final Round. Sunday's telecast was the highest rated final round for THE PLAYERS since 2013 and the second most watched in the past 15 years.**

**10.7 Million – Viewers Tuned in to "Live From" and "Morning Drive" on Golf Channel**

**On Golf Channel's digital platforms, the final round stream saw 12.5 million minutes consumed**

**226 – Total number of countries and territories (outside the United States) that receive the broadcast of THE PLAYERS**

**THE PLAYERS 2018 was broadcasted in 23 languages**

8 – Number of international media partners that rebranded/dedicated their channels to THE PLAYERS for the entire tournament week

17 –partners on-site with production presence

Attach Material Showing TDC Logo:  Yes

PROJECT REVENUE & EXPENSES ACTUAL RECAP		
Income:	\$ 275,000.00	
TDC Grant Award Amount/ Total Expense Reimbursement:	\$ 250,000.00	
TOTAL:	\$ 250,000.00	
Contributors, sponsors and other funding sources (include in-kind):	Florida's Historic Coast (SJC VCB)	= \$ 25,000
		= \$
		= \$
		= \$
		= \$
		= \$
TOTAL CONTRIBUTOR/ SPONSOR FUNDS:	\$ 275,000.00	
Other income sources (i.e. registration fees):	Room Night Rebates	= \$ 0.00
		= \$
		= \$
		= \$
		= \$
		= \$
TOTAL OTHER INCOME:	\$ 0.00	
TOTAL INCOME:	\$ 275,000.00	

EXPENSES		
Please list(or attach) ALL	Digital Campaing	= \$ 161272.94

expenses for event and indicate which were TDC approved expense reimbursement.	Television Campaign	= \$ 81915.00
	Promotions	= \$ 6841.16
	Hospitality	= \$ 25000.00
		= \$
		= \$
<b>TOTAL EXPENSES:</b>	\$ 275,029.10	

Authorized Agent: Jared Rice

Authorized Agent Signature:  \_\_\_\_\_

Date:

Section 7  
CERTIFICATIONS

I have reviewed the GRANT APPLICATION to the Duval County Tourist Development Council. I am in full agreement with the information and certifications contained in this application and its attachments, confirm that such information is true, accurate, and complete, and understand that this application will be rejected, or that the previous acceptance of this application will be withdrawn, should such information or certifications be untrue, incorrect, or incomplete.

**I certify that: I am not liable for any unpaid federal, state, or local taxes; no lien is currently filed or claimed against me; and, I have no knowledge of any threatened or pending action, suit, proceeding, inquiry, or investigation, in equity or law, before or by any court, governmental agency, public board or body to which I am a party.**

I acknowledge my understanding that the Ordinance Code of the City of Jacksonville prohibits the advance payment of City funds and that all awards of the TDC are for purposes of reimbursement and are conditioned upon the submission of documentation, acceptable to the TDC and in keeping with its reimbursement criteria, evidencing the actual payment of all costs and expenses for which reimbursement is sought.

I further acknowledge my understanding that the TDC in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the event for which the grant is awarded. The TDC, unless otherwise specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor; and will not guarantee or be responsible or liable for any debts incurred for such event. The TDC is not responsible or liable to any third party; its only obligation is to a successful applicant for grant funds, provided such applicant remains at all times in compliance with all terms of the award.



Signature

JARED RICE

Type/Print Name

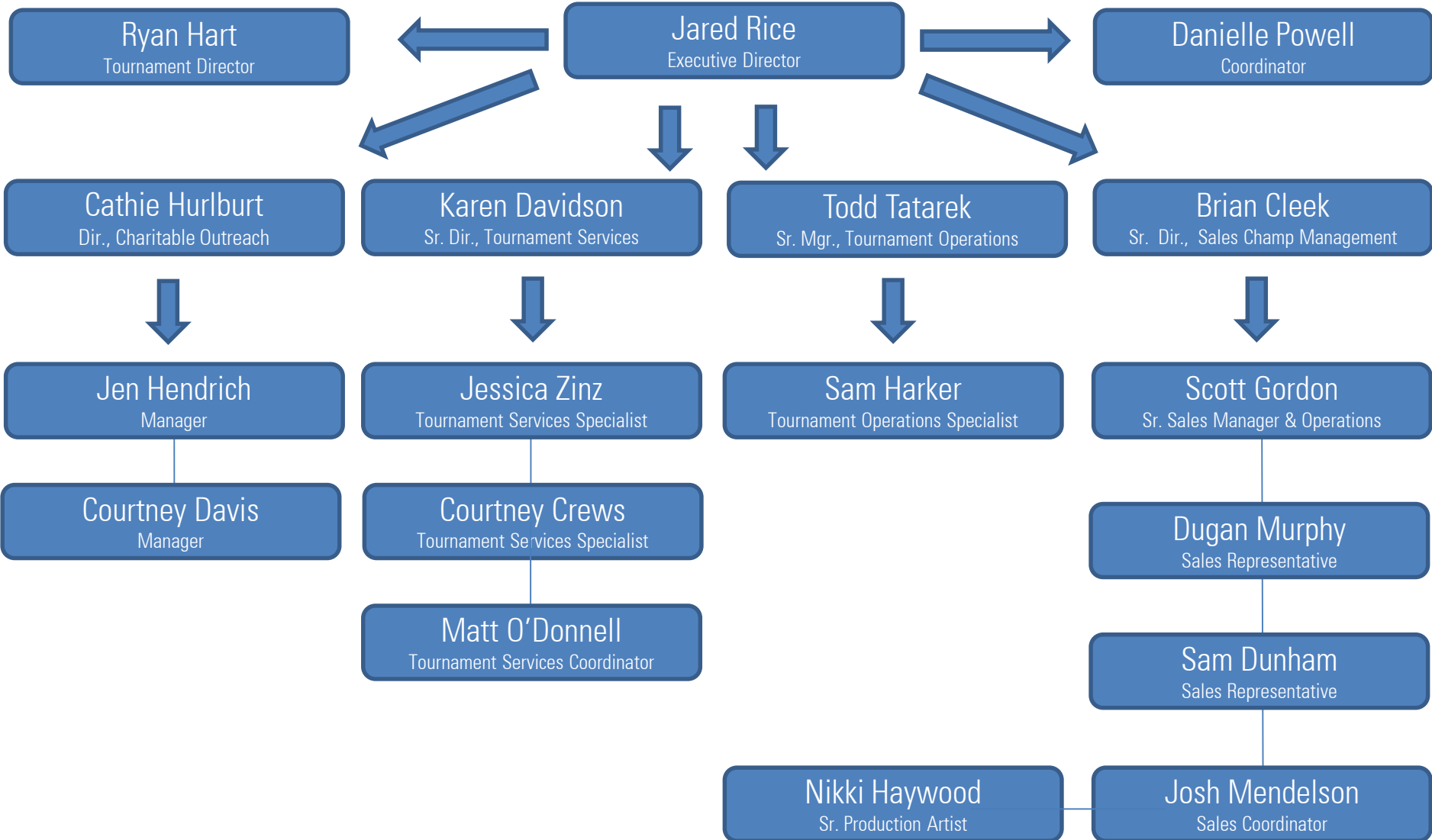
VP Sales + Marketing

Title

9/24/18

Date

# THE PLAYERS Championship





# THE PLAYERS Championship

13000 Sawgrass Village Circle Building 6  
Ponte Vedra Beach, FL | 32082

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Josh Mendelson  
Sales Coordinator  
904-543-5108  
[JoshMendelson@pgatourhq.com](mailto:JoshMendelson@pgatourhq.com)

# Dye's Pavilion #16



Overlooking the #16th Green with views of #17, Dye's Pavilion offers views of the most dramatic finishing holes in all of golf.

## Dye's Pavilion Provides

- 2,400-square-foot, climate-controlled tent with 600-square-foot patio – each client receives 400 square feet inside with 100 square feet patio space
- Full lunch buffet, hors d' oeuvres, dessert and full-service, premium bar included
- Private restroom and signage on locator board

## Dye's Pavilion Package Includes

- Admission for 26 guests per day into Dye's Pavilion, Thursday – Sunday
- Additional 4 Multi – Venue tickets per day, providing access to the Dye's Pavilion, The Benefactor, The Turn and the Grounds, Thursday – Sunday
- 2 Corporate Host credentials per day, Thursday – Sunday
- 15 Preferred parking passes per day, Thursday – Sunday
- 2 invitations (2 people per invite) to THE PLAYERS Charity Celebration

**2019 Investment: \$72,000 plus applicable taxes which currently totals \$76,680**



# Championship Club



Overlooking the 16<sup>th</sup> fairway and across from the legendary 17<sup>th</sup> green, the Championship Club offer views of some of the most dramatic finishing holes in all of golf.

## Championship Club Provides

- Climate-controlled comfort during PLAYERS week
- Private restroom facilities
- Reserved table with company name as identifier
- All-inclusive premium food and beverage program:
  - Full lunch buffet
  - Gourmet selection of afternoon snacks
  - Full bar service including beer, wine, liquor, soda, and AM coffee and hot tea

## Championship Club Includes

- A reserved table for 8 guests each day, Thursday-Sunday
- Admission for 14 guests into the Championship per day, providing access to the Championship Club and Grounds, Thursday – Sunday
- 2 Preferred parking passes per day, Thursday – Sunday
- 2 invitations (2 people per invite) to THE PLAYERS Charity Celebration

**2019 Investment: \$25,000 plus applicable taxes which currently totals \$26,625**



# The Benefactor



The Benefactor is perfectly situated behind the tee box of the world famous 17th hole at THE PLAYERS Stadium Course and has sold out since 2012.

## The Benefactor Provides

- 10,800-square-foot, climate-controlled tent with 2,200-square-foot patio
- Access to The Benefactor, The Turn and Grounds
- Upscale food and premium bar available for purchase
- Option to set up scrip for food and beverage
- Private restroom facilities

## The Benefactor Package Includes

- Admission for 30 guests per day, providing access to The Benefactor, The Turn, and Grounds, Tuesday– Sunday
- Additional 10 Stadium Passes per day, Tuesday– Sunday
- 4 Preferred parking passes per day, Tuesday– Sunday
- 9 General parking passes per day, Thursday – Sunday
- Social Membership for one year to TPC Sawgrass
- 2 invitations (2 people per invite) to THE PLAYERS Charity Celebration

**2019 Investment: \$22,500 plus applicable taxes which currently totals \$23,963**



- **Media Plan:**
  - **The media plan will be provided to Visit Jacksonville for approval once completed.**
  
- **Strategy:**
  - **Advertising & Marketing outside the geographic footprint of Northeast Florida to drive incremental room nights.**
  
- **Target Audience: (See WORKING DMA sheet Attached)**
  - **Affluent, educated and influential audience with the propensity to travel for gold and elite global events.**
  - **Average HH income of \$107,466 ages 35-65+ with 50/50% male female ratio.**
  - **Target audience geographically will be primarily Eastern US.**
  
- **Budget Contributors:**
  - **DUVAL COUNTY TDC - \$250,000**
  - **SAPVB VCB - \$25,000**
    - **TOTAL: \$275,000**

## TIER EXPLANATION

Different media treatments will be used in the market tiers to maximize the media spend. This approach will maximize ticket sales from proven areas while also continuing to build event awareness in higher-opportunity markets.

### TIER 1

#### TV AND HEAVY DIGITAL

- Atlanta, GA
- Miami/Ft. Lauderdale, FL
- Orlando, FL
- Tampa, FL
- Savannah, GA

### TIER 2

#### TV AND MEDIUM DIGITAL

- Nashville, TN
- Ft. Myers/Naples, FL
- West Palm Beach, FL
- Charleston, SC
- Mobile-Pensacola, FL
- Tallahassee, FL
- Charlotte, NC

### TIER 3

#### DIGITAL ONLY

- Columbia, SC
- Chicago, IL
- Boston, MA
- Washington, DC
- Philadelphia, PA

### INT'L

#### CANADA

- Montreal
- Toronto

#### UNITED KINGDOM

- Birmingham
- Bradford
- Leeds
- Liverpool
- London
- Manchester
- Oxford

#### IRELAND

- Dublin

Resources spent towards the national marketing campaign will come from THE PLAYERS and their travel partners:

**Duval County TDC**  
**Florida's Historic Coast**  
**Visit Florida**  
**THE PLAYERS National Media Buy**

Mediums for the national marketing campaign include:

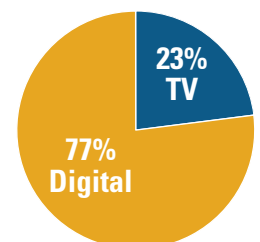
**Television**  
**Digital**  
**Promotions**  
**Public Relations**

Mediums for the international marketing campaign include:

**Digital**  
**Public Relations**

## OVERALL MARKETING MIX

THE PLAYERS team continues to refine the marketing mix to ensure efficiencies. The primary focus is on television and digital direct marketing to serve content directly to a qualified demographic that fits the profile of a consumer with capacity to travel for sports & entertainment.

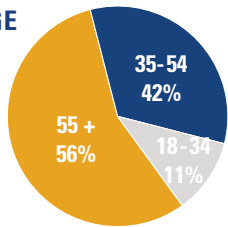


## CORE GOLF FANS

Heavy consumers of sport and golf

SIZE 11.6 M

AGE



### GOLF CONSUMPTION

**12%**

Golf Viewership  
(last three years)

**39%**

% of Total Golf  
Hours Viewed

**100%**

Play Golf

**41%**

PGA TOUR's Share  
of Golf Hours/Year

**75%**

Golf Among Three  
Favorite Sports

**16**

Average Golf  
Events Watched

### MEDIA HABITS

**70%**

TV Viewership  
(3+ Hours/Day)

**54%**

Use Streaming

**72%**

Use Social Media

**21%**

Twitter

**61%**

Facebook

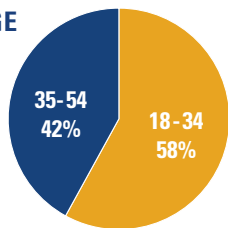
**16%**

Instagram

## SPORTS SOCIALITES

SIZE 19.1 M

AGE



### GOLF CONSUMPTION

**28%**

Play Golf

**24%**

% of Total Golf  
Hours Viewed

**28%**

Golf Among Three  
Favorite Sports

**26%**

PGA TOUR's Share  
of Golf Hours/Year

**6**

Average Golf  
Events Watched

### MEDIA HABITS

**48%**

TV Viewership  
(3+ Hours/Day)

**86%**

Use Streaming

**92%**

Use Social Media

**38%**

Twitter

**61%**

Facebook

**30%**

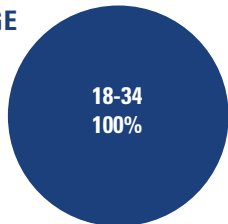
Instagram

## MILLENNIAL GOLF FANATICS

Heavy consumers of sport and golf

SIZE 1.3 M

AGE



### GOLF CONSUMPTION

**17%**

Golf Viewership  
(last three years)

**5%**

% of Total Golf  
Hours Viewed

**100%**

Play Golf

**34%**

PGA TOUR's Share  
of Golf Hours/Year

**68%**

Golf Among Three  
Favorite Sports

**23**

Average Golf  
Events Watched

### MEDIA HABITS

**69%**

TV Viewership  
(3+ Hours/Day)

**92%**

Use Streaming

**96%**

Use Social Media

**55%**

Twitter

**80%**

Facebook

**52%**

Instagram

## **Preliminary Strategy**

- **Build on a proven approach and enhance for greater productivity.**
  - **Reduce the number of media-supported markets for greater impact.**
  - **Adjust market selection and tiering based on historical performance.**
  - **Focus on contextual environments to maximize relevance.**
  - **Capitalize on digital for advanced targeting opportunities.**
  - **Customize creative/offer based on timing and market.**

## **Media Mix**

- **Leverage a combination of TV and digital tactics to reach core golf fans across multiple touchpoints.**
- **Television Overview**
  - **Recommend TV placements in select golf tournaments leading up to THE PLAYERS event**
  - **Propose multiple airings in five golf events per market.**
- **Digital Overview**
  - **Programmatic Display**
    - **Use online display advertising that is aggregated, booked, flighted, analyzed and optimized via demand side software interfaces and algorithms to reach qualified audiences.**
    - **Details:**
      - **Placements include: Desktop display**
  - **Assembly Social**
    - **Use social media to reach qualified audiences within their Facebook newsfeed.**
    - **Strong historical performance noted with social tactics.**
    - **Use Facebook's demo and HHI data to reach high opportunity prospects.**
    - **Target audiences who are fans of the PGA Tour (and other associated pages) or users who actively follow popular players.**
    - **Use 3rd party data segments to reach golf/country club members and frequent travelers etc.**
    - **Details:**
      - **Placements include: Mobile & Desktop display**
  - **Online Video:**
    - **Extend the reach of broadcast TV in Tier 1 & 2 markets using online video.**
    - **Utilize similar contextual and behavioral targeting as described above.**



- **Details:**
  - **Placements include: Mobile & Desktop video**
- **ETarget**
  - **Drive engagement with high opportunity prospects using custom eBlast.**
  - **Tactic has historically delivered strong performance generating high click volume to the Ticketmaster site and has far exceeded industry averages for open and click rates.**
  - **Target prospects who have an interest in golf tournaments, golf travel and spectator golf events.**
  - **Send initial and follow-up mailings**
  - **Leverage a different message to people who opened the email.**
  - **Incorporate a different subject line to people who did not open the email.**
  - **Details:**
    - **Placements include: Email Blast**
- **Location-based Mobile**
  - **Use geo-location technology to identify high opportunity prospects based on places they have visited.**
  - **Identify and message to people who have attended other major golf and social events (Tier 1 & 2 markets).**
  - **Target avid golfers who are seen at golf courses several times a week (Tier 1 & 2 markets).**
  - **Details:**
    - **Placements include: Mobile display**

Duval County May 9-14 2017 vs. 2018						
Occupancy						
	Wednesday	Thursday	Friday	Saturday	Sunday	Average
2018	89.10%	89.50%	88.00%	85.00%	62.60%	82.84%
2017	88.60%	86.40%	88.00%	87.10%	59.70%	81.96%
% of change	0.6%	3.6%	0.0%	-2.5%	4.8%	1.3%
ADR						
	Wednesday	Thursday	Friday	Saturday	Sunday	Average
2018	\$126.41	\$127.70	\$127.11	\$122.40	\$101.36	\$121.00
2017	\$120.50	\$119.57	\$118.87	\$116.04	\$95.47	\$114.09
% of change	4.9%	6.8%	6.9%	5.5%	6.2%	6.1%
RevPAR						
	Wednesday	Thursday	Friday	Saturday	Sunday	Average
2018	\$112.60	\$114.34	\$111.83	\$104.00	\$63.46	\$101.25
2017	\$106.74	\$103.31	\$104.63	\$101.09	\$57.01	\$94.56
% of change	5.5%	10.7%	6.9%	2.9%	11.3%	7.5%
Rooms Sold						
	Wednesday	Thursday	Friday	Saturday	Sunday	Total
2018	16,167	16,252	15,968	15,422	11,363	75,172
2017	16,078	15,681	15,975	15,811	10,838	74,383
% of change	0.6%	3.6%	0.0%	-2.5%	4.8%	1.3%
Room Revenue						
	Wednesday	Thursday	Friday	Saturday	Sunday	Total
2018	\$2,043,703	\$2,075,352	\$2,029,735	\$1,887,679	1,151,709	\$9,188,178
2017	\$1,937,367	\$1,874,998	\$1,898,974	\$1,834,733	1,034,705	\$8,580,777
% of change	5.5%	10.7%	6.9%	2.9%	11.3%	7%

<b>Duval County - 2016-2018</b>						
<b>Occupancy</b>						
	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>	<b>Average</b>
<b>2018</b>	<b>89.10%</b>	<b>89.50%</b>	<b>88.00%</b>	<b>85.00%</b>	<b>62.60%</b>	<b>82.84%</b>
<b>2017</b>	<b>88.60%</b>	<b>86.40%</b>	<b>88.00%</b>	<b>87.10%</b>	<b>59.70%</b>	<b>81.96%</b>
<b>2016</b>	89.3%	88.3%	87.3%	90.1%	65.2%	84.0%
<b>ADR</b>						
	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>	<b>Average</b>
<b>2018</b>	<b>\$126.41</b>	<b>\$127.70</b>	<b>\$127.11</b>	<b>\$122.40</b>	<b>\$101.36</b>	<b>\$121.00</b>
<b>2017</b>	<b>\$120.50</b>	<b>\$119.57</b>	<b>\$118.87</b>	<b>\$116.04</b>	<b>\$95.47</b>	<b>\$114.09</b>
<b>2016</b>	\$112.01	\$113.01	\$107.09	\$105.77	\$92.44	\$106.06
<b>RevPAR</b>						
	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>	<b>Average</b>
<b>2018</b>	<b>\$112.60</b>	<b>\$114.34</b>	<b>\$111.83</b>	<b>\$104.00</b>	<b>\$63.46</b>	<b>\$101.25</b>
<b>2017</b>	<b>\$106.74</b>	<b>\$103.31</b>	<b>\$104.63</b>	<b>\$101.09</b>	<b>\$57.01</b>	<b>\$94.56</b>
<b>2016</b>	\$100.05	\$99.81	\$93.46	\$95.27	\$60.31	\$89.78
<b>Rooms Sold</b>						
	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>	<b>Total</b>
<b>2018</b>	<b>16,167</b>	<b>16,252</b>	<b>15,968</b>	<b>15,422</b>	<b>11,363</b>	<b>75,172</b>
<b>2017</b>	<b>16,078</b>	<b>15,681</b>	<b>15,975</b>	<b>15,811</b>	<b>10,838</b>	<b>74,383</b>
<b>2016</b>	16,032	15,852	15,665	16,168	11,710	75,427
<b>Room Revenue</b>						
	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>	<b>Total</b>
<b>2018</b>	<b>\$2,043,703</b>	<b>\$2,075,352</b>	<b>\$2,029,735</b>	<b>\$1,887,679</b>	<b>1,151,709</b>	<b>\$9,188,178</b>
<b>2017</b>	<b>\$1,937,367</b>	<b>\$1,874,998</b>	<b>\$1,898,974</b>	<b>\$1,834,733</b>	<b>1,034,705</b>	<b>\$8,580,777</b>
<b>2016</b>	\$1,795,728	\$1,791,427	\$1,677,539	\$1,710,078	\$1,082,417	\$8,057,189

### Occupancy

Year	% Change
2014	11.2%
2015	-2.9%
2016	6.6%
2017	-1.9%
2018	1.3%

### ADR

Year	% Change
2014	7.0%
2015	8.2%
2016	8.8%
2017	7.8%
2018	6.1%

### RevPAR

Year	% Change
2014	19.0%
2015	5.1%
2016	15.4%
2017	1.2%
2018	7.5%

### Rooms Sold

Year	% Change
2014	NA
2015	NA
2016	6.7%
2017	-1.4%
2018	1.3%

### Rooms REV

Year	% Change
2014	20.7%
2015	4.8%
2016	15.3%
2017	7.0%
2018	7.0%

**Mentions of Duval County in THE PLAYERS Championship Tournament Broadcast**

<b>Time</b>	<b>Description</b>	<b>Audio</b>
<b>Round One - Golf Channel - Thursday, May 10th (1:00pm)</b>		
0:00:28	Blimp Overview	Beautiful look down on the Florida coast just 15 miles southeast of downtown Jacksonville and TPC Sawgrass, THE PLAYERS Stadium Course and the best field in the game assembled once again.
0:19:15	Commissioner's Welcome	Welcome to the 2018 PLAYERS Championship. Each year THE PLAYERS Stadium Course at TPC Sawgrass is a witness to history and the purest test in golf. It favors no one yet challenges all. No one knows that more than last year's winner Si Woo Kimm who last year beat the best field in golf on his way to becoming the youngest champion in PLAYERS history, Si Woo joined an incredible list of past champions that reads like a who's who of golf from Hall of Famers to International Superstars to hometown heros and the victory, no doubt, will change the projectors of his young and promising career. But no matter who takes home the trophy, the real winner is always charity. And its through the dedication of our players and more than 2,000 volunteers that we continue to improve the lives of our neighbors along Florida's First Coast. Please sit back and enjoy this special tournament brought to you with limited commercial interruptions thanks to our Proud Partners Grant Thornton, Optum and Morgan Stanley. Andy once again you'll be on the edge of your seat as the leaders enter the greatest risk/reward finish in golf in pursuit of the one championship the players call their own. THE PLAYERS Championship.
0:24:56	Hometown players	One of the serveral players who either live here now or are from this Jacksonville area. Great field, the deepest one in golf. 49 of the top 50.
2:21:16	Area Promotion	Just outside Jacksonville, Ponte Vedra Beach Northeast Florida they have a series of beach communities including Amelia Island, beaches of Jacksonville, St. Augustine in there as well as the prestine Ponte Vedra the home of THE PLAYERS Stadium Course at TPC Sawgrass. Just a little more than a mile away from the Atlantic. You've got Pete Dye's masterpiece.
4:10:20	Area Promotion	TPC Sawgrass is just about 20 minutes southeast of Jacksonville. So much to do especially outdoors, you have the ocean of course but so much more, 14 craft breweries here, great dining. A destination for those looking to take advantage of weather and their park system here, museums everywhere, EverBank field for the Jags, lots to do here. And this week it's all about THE PLAYERS Stadium Course and the best field in golf.
<b>Round Two - Golf Channel - Friday, May 11th (1:00pm)</b>		
0:04:46	Blimp Overview of the area	Less than a mile from the blue waters of the Atlantic and the beaches of Northeastern Florida TPC Sawgrass which has been around since the early 1980's. The supreme test for the best field in golf. They're here once again as are the people for day two and they're out in droves. Huge galleries this afternoon.
1:10:04	Area Promotion	TPC Sawgrass just a bout 20 minutes southeast of downtown Jacksonville a young and vibrant city median age about 35. You've got everything to do there. The EverBank stadium, catch the Jags and a center for the arts as well. Outdoors too. You can get outdoors and certainly take advantage of the weather.

2:17:38	Charity promo spot	Well such a big championship. Huge purse obviously and a pretty good size clubhouse as well. Proceeds from THE PLAYERS benefits so many charities in so many ways. In fact, Northeast Florida charities reaching more than \$92 million since the event since the event moved to the First Coast in 1977 including a record \$8.7 Million generated in 2017.
4:16:27	Area Promotion	Northeast Florida is home to St. Augustine the nation's oldest city. 50 years of history, architecture, quaint brick streets, fine dining and home to the World Golf Hall of Fame a museum that celebrates golf and the legacy of those that make the game great. So much to do outdoors too. 42 miles of beautiful beaches and Ponce de Leon hotel now operated by Flagler College and the students give the tour there so if you want to walk back in history not far from Ponte Vedra where we are head quaters of the PGA TOUR the flagship event.
<b>Round Three - NBC - Saturday, May 12th (2:00pm)</b>		
0:03:03	Broadcast Opening	It is a beautiful Saturday just a mile from the Atlantic Ocean temperatures in the mid 80's on Florida's First Coast here in Ponte Vedra Beach FL, home to the PGA TOUR and it's flagship event, THE PLAYERS. Great Crowds streaming in on this Saturday. They want to see golf's best field and how they handle this famous course and if anyone will make a run at Webb Simpson.
0:16:24	Commissioner's Welcome	Welcome to the 2018 PLAYERS Championship. Each year THE PLAYERS Stadium Course at TPC Sawgrass is a witness to history and the purest test in golf. It favors no one yet challenges all. No one knows that more than last year's winner Si Woo Kimm who last year beat the best field in golf on his way to becoming the youngest champion in PLAYERS history, Si Woo joined an incredible list of past champions that reads like a who's who of golf from Hall of Famers to International Superstars to hometown heros and the victory, no doubt, will change the projectors of his young and promising career. But no matter who takes home the trophy, the real winner is always charity. And its through the dedication of our players and more than 2,000 volunteers that we continue to improve the lives of our neighbors along Florida's First Coast. Please sit back and enjoy this special tournament brought to you with limited commercial interruptions thanks to our Proud Partners Grant Thornton, Optum and Morgan Stanley. Andy once again you'll be on the edge of your seat as the leaders enter the greatest risk/reward finish in golf in pursuit of the one championship the players call their own. THE PLAYERS Championship.
1:54:50	Paul Tesori	Webb again leaning on his caddie Paul Tesori. No one knows this course better than Paul Tesori. He grew up in the area, the Jacksonville areas. He was on this course before it even opening to the public. That's how long he has had a history with it.
2:18:07	Area Promotion	Beautiful area of the country Northeast Florida also home to St. Augustine the nations oldest city known for it's 500 years of history, quaint brick streets, fine dining. Home to the World Golf Hall of Fame that museum that celebrates all the greats. Beautiful beaches St. Augustine. 42 miles of of them. Built in 1888 the Ponce de Leon hotel now the centerpiece of Flagler College. Now we're just a mile from the Atlantc Ocean, THE PLAYERS Stadium Course.

2:33:08	Charity	That also means the PGA TOUR and THE PLAYERS Championship are able to reach Northeast Florida charities reaching more than \$92 million since this event moved to the First Coast back in 1977 including a record \$8.7 alone generated last year. In 2011 THE PLAYERS announced a commitment to generate \$50 million for youth-oriented charities over a 10 year period focusing on programs on education, character development and health and wellness. So this PLAYERS Championship has really benefitted a lot especailay over the last couple of years.
3:24:14	Harlod Varner III on 18	As we go to 18 where the local guy living in Jacksonville Beach Florida, Harold Varner, digging out of that rough.
3:27:06	Harlod Varner III on 18	Harold we mentioned living in Jacksonville Beach gre up in Gastonia North Carolina where leader Webb Simpson hails from.
3:45:52	Area Promotion	THE PLAYERS Stadium Course at TPC Sawgrass conveniently located 20 minutes southeast of Jacksonville. Great city. Young, vibrant, rich with culture. Musuem of Contemporary Art feautres some excellent exhibitions. Home of the Jaguars, made the NC Championship we will be watching them on Monday Night football as they play the Steelers this year. So there's arts, there's sports, there's everything to see, do and experience here in Jacksonville.
<b>Round Four - NBC - Sunday, May 13th (2:00pm)</b>		
0:04:17	Area Promotion	1 mile wast fo the Atlantic Ocean, 25 miles south of Jacksonville, it is the home of the PGA TOUR, Ponte Vedra Beach FL is the THE PLAYERS Stadium Course at TPC Sawgrass.
0:41:28	Message from Eric Murphy, EVP of Optyum and CEO of Optuminsight	At Optum our mission is to help people live healthier lives and to make the health system work better for everyone. We couldn't be more prous to partner with the PGA TOUR and support THE PLAYERS Championship. Because of our shared passion and commitment to improving the lives of the people in the communities around us. This year, we are excited to extend out support to St. Vincent's HealthCare Foundation and their dedication to helping bring the power of hope, healing and new beginnings to the people of the Jacksonville community.
0:59:10	Area Promotion	Not far from Jacksonville Florida, Stadium course, it's a great destination for those looking for outdoors, it's a foodie destination. All sorts of great restaurants, local dining gems all over the city. Local parks again you can explore. The beautiful nightlife down by the water. There aren't many better cities to check out than that. And a live shot of the beach out there, the Atlantic Ocean just about a mile away from the Stadium Course. 125 miles of prestine beaches. Lots to do out there. Paddleboarding, surfing, boating, fishing they've got it all here in the Jacksonville area in Ponte Vedra Beach.
3:55:49	Webb at Starbucks	Speaking of routines, Webb has been pretty much every day spotted at the starbucks in Jacksonville Beach.
4:05:24	Harold Varner III Finish	27 year old born in Akron Ohio now lives right here in Jacksonville beach so he had his fair share of fans following his best result on the PGA TOUR.
<b>Total</b>		
	Jacksonville Beach	5
	Northeast Florida	6
	Jacksonville	10
	First Coast	4
	North Florida	0

# **Economic Impact of THE PLAYERS Championship Golf Tournament In Northeast Florida, May 2007**

## ***Sponsored Project Report to the PGA TOUR, Inc.***

By Thomas J. Stevens, Alan W. Hodges and W. David Mulkey  
University of Florida, Institute of Food and Agricultural Sciences  
Food and Resource Economics Department, Gainesville, FL

October 2, 2007

### **Introduction**

In 2007, for the first time since it was relocated to Ponte Vedra Beach, Florida, THE PLAYERS<sup>®</sup> Championship (TPC) golf tournament was held during the month of May, instead of its traditional annual date in late March. This year's event was also the first to take place after a major multi-million dollar renovation to the Sawgrass Stadium Golf course, including the construction of a new 77,000 square foot clubhouse. Designed to not only make the course more challenging and consistent across varied weather conditions, these renovations also expanded the course's spectator capacity.

The TPC tournament is part of the PGA TOUR and is operated by PGA TOUR Inc. Historically it has been the largest moneyed event in the TOUR, and this continued to be the case in 2007 with a purse totaling \$9 million. Ponte Vedra Beach is located in the north-eastern corner of St. Johns County, Florida, about 25 miles from both Jacksonville (to the northwest) and St. Augustine (to the south). Ponte Vedra is also the corporate headquarters of the PGA TOUR, Inc.,

This report evaluates the economic impacts of the 2007 TPC event on the seven county region of northeast Florida. In this type of economic analysis, mathematical input-output models of the region's economy are used to trace the flow of new dollars generated by an event or economic activity, to vendor and employee households in order to estimate how much revenues, income, taxes and jobs change for different types of businesses and institutions in the region. This report updates a previous economic impact study for the 2005 TPC tournament event<sup>1</sup>.

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<sup>1</sup> Stevens, Tom, Alan Hodges, and David Mulkey "Economic Impact of THE PLAYERS Championship Golf Tournament at Ponte Vedra Beach, Florida, March 2005", University of Florida, Institute of Food and Agricultural Sciences, Food and Resource Economics Department, May 2005.



## **Data and Procedures**

To obtain data on the characteristics, behaviors and expenditures of tournament attendees, PGA TOUR contracted with EventCorp Services, Inc. to conduct an on-site survey of TPC attendees. Nearly 1,400 usable questionnaires were completed during this effort. Summary statistics on attendee's place of residence, length of stay, on- and off-site expenditures and overnight accommodations were provided to FRED in a summary report.<sup>2</sup> As with all empirical analyses, the accuracy of the findings depend directly on the accuracy of the supporting data. Without access to the original survey data it was not possible to determine standard errors or confidence intervals on estimated expenditures or economic impacts.

Information on attendees' place of residence is critical for economic impact analysis because spending by individuals from outside the region (non-locals) provides "new" dollars to the local economy. These new dollars add to the flow of dollars within the regional economy of northeast Florida, generating additional multiplier effects as directly impacted businesses purchase inputs from local suppliers, as the households of employees and proprietors spend earnings, and as local governments collect and spend taxes. In contrast, spending by local or resident attendees at the TPC event will not necessarily constitute a change in total spending for the region. It can be argued that local attendees would have likely spent their dollars on some other activity within the region anyway. Knowledge about the nature of spending that occurs at such events is also important because sales of different types of goods and services entail different amounts and types of material and labor inputs, which may or may not be produced locally. If certain types of inputs or employees must be imported or commute from outside the region, then those expenditures represents dollars leaving the economy, which reduces the overall economic impact of an activity.

Once estimates on the types and amounts of attendee expenditures are calculated, multipliers derived from an input-output model of the regional economy can be used to estimate total economic impacts. Such impact estimates include changes in output (sales or revenues), earnings (either in the form of personal income or business profits), employment and taxes for an array of business and institutional sectors of the local economy. FRED is a licensed user of the

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<sup>2</sup> EventCorp Services Inc. "Response Data Summary Report of I Count Survey Service, conducted for the PGA TOUR Inc. at THE PLAYERS" May 21, 2007.

IMPLAN Professional <sup>3</sup> (IMPLAN) software and database system, which was used to construct the regional input-output models and to calculate economic impacts for this analysis.

The following caveats should be kept in mind when considering the results of this study. This analysis only evaluates the positive economic impacts, in terms of revenues, income, taxes or jobs, resulting from business activities associated with the TPC. It does not account for any costs, direct or indirect, to the government or surrounding community that may result from it. Possible effects on regional prices for goods, services, or real estate are not evaluated. Estimates of the secondary (indirect and induced) impacts calculated by the economic models used in this analysis are largely based on national averages. Thus their accuracy rests on the assumption that the economic relationships between businesses and institutions in the study area are similar to those of the U.S. as a whole.

### **Study Area**

For this analysis, the regional or local study area was defined as the seven contiguous counties in northeast Florida, including Baker, Clay, Duval, Flagler, Nassau, Putnam and St. Johns counties. Details on the size and distribution of population, employment and personal income within this seven-county region are provided in Table 1. According to the Census Bureau, an estimated 1.44 million people were residents of northeast Florida in 2006. In 2005, the economy of this region had nearly 830,000 jobs and personal income in excess of \$46 billion, according to the Bureau of Economic Analysis. It is notable that over 80 percent of the region's population and over 85 percent of the region's economic activity take place in three (Duval, St. Johns and Clay) of the seven counties.

### **TPC Attendance**

Total attendance (ticket sales) for the TPC event in 2007 was reported to be 206,000 by the PGA TOUR, Inc. By dividing this number by the estimated average number of days attended (2.755) from the EventCorp survey, it can be inferred that there were 74,773 unique attendees to the 2007 tournament (Table 2). PGA TOUR also reported that there were a total of 1,265 players, caddies, officials, directors and TV crewmembers participating or involved in the event. Statistics on attendees' place of residence, primary purpose in traveling to the area,

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<sup>3</sup> Minnesota IMPLAN Group (MIG), IMPLAN Professional, 1997–2004. IMPLAN Economic Impact and Social Accounting Software, and data for Florida. Stillwater, MN. [www.implan.com](http://www.implan.com). The most current release of the IMPLAN software and database package that was available at the time of this analysis was based on 2004 data.

**Table 1.** Population, Employment and Personal Income for the Seven County Study Area of Northeast Florida, 2005/2006.

<i>Florida Counties</i>	<i>Est. 2006</i>		<i>2005</i>		<i>2005 Pers.</i>	
	<i>Population</i>	<i>Percent of Region</i>	<i>Employment</i>	<i>Percent of Region</i>	<i>Income \$1,000</i>	<i>Percent of Region</i>
Baker	25,203	1.76%	9,060	1.09%	574,348	1.24%
Clay	178,899	12.47%	59,858	7.21%	5,017,632	10.80%
Duval	837,964	58.39%	620,623	74.77%	27,881,752	60.01%
Flagler	83,084	5.79%	24,204	2.92%	2,075,802	4.47%
Nassau	66,707	4.65%	25,671	3.09%	2,365,779	5.09%
Putnam	74,083	5.16%	23,013	2.77%	1,599,879	3.44%
St. Johns	169,224	11.79%	67,560	8.14%	6,945,963	14.95%
<b>Total</b>	<b>1,435,164</b>	<b>100.00%</b>	<b>829,989</b>	<b>100.00%</b>	<b>46,461,155</b>	<b>100.00%</b>

Sources: U.S. Dept of Commerce, Census Bureau, Population Division. <http://www.census.gov/popest/estimates.php>

U.S. Dept of Commerce, Bureau of Economic Analysis, Regional Economic Accounts  
<http://www.bea.doc.gov/bea/regional/reis/default.cfm#a>

duration of attendance, and type of overnight accommodations were derived from the EventCorp survey report, and are shown in Table 2. The estimated number of attendees of various types are shown in the last column.

Individuals residing within the seven county study area were deemed to be local attendees and all others non-locals. Based on survey responses, 48 percent, or 36,237 attendees to the event in 2007 resided outside the study area (Table 2). If non-local attendees came to the area primarily to attend the tournament, then all of their off-site as well as their on-site expenditures were included in the estimation of economic impacts. About 87 percent of non-local attendees reported that they came to the region primarily to attend the 2007 golf tournament and 79 percent of these attendees stayed overnight in the region. Of those primary attendees who stayed overnight, 79 percent stayed at commercial lodging (Table 2). On average, primary non-local attendees who stayed overnight reported attending the event for 3.36 days and staying 4.29 nights for the 2007 tournament. Off-site expenditures by this group of attendees were estimated from averages of survey respondents' reported expenditures at restaurants, food stores, retail shopping, transportation, other recreation, and lodging. Lodging was included in off-site expenditures only for those non-local attendees staying overnight in commercial facilities. The estimation of on-site expenditures by non-local attendees was based on the average daily expenditures of all tournament attendees on food, beverages, admission, parking and merchandise, multiplied by the average number of days attended by primary non-locals (3.36).

**Table 2.** Attendance Estimates by Residence, Purpose and Type of Stay for THE PLAYERS Championship Golf Tournament, Ponte Vedra, Florida, May 2007.

Statistic	Survey Responses		Estimated Attendance
	Number	Percent	Number
<b>Total Attendance (tickets sold)</b>			206,000
<b>Average Days Attended</b>	2.755		
<b>Estimated Number of Attendees</b>			74,773
<b>Total number of completed questionnaires</b>	1,386		
<b>Place of Residence</b>	1,106	100.0%	74,773
Local (north-east Florida residents)	570	51.5%	38,536
Non-local	536	48.5%	36,237
<b>Purpose Responses (Non-locals)</b>	363	100.0%	36,237
Primary Purpose	316	87.2%	31,545
Coincidental	47	12.95%	4,692
<b>Primary Overnight Stay</b>	313	100.0%	31,545
Stayed overnight in area	248	79.2%	24,994
Did not stay overnight in area	65	20.8%	974
Average nights stayed	4.29		
<b>Primary Type of Lodging</b>	223	100.0%	24,994
Stayed with family or friends	47	21.1%	5,268
Stayed in commercial lodging	176	78.9%	19,726
<b>Coincidental non-local attendees</b>	47	100.0%	4,692
Who stayed overnight in area*	37	79.2%	3,718
And lodged at commercial facilities *	29	78.9%	2,934
<b>Participants, officials, directors, &amp; TV crew</b>			1,265
Average length of stay (nights)	5.86		

\* Based on proportion estimated for primary non-locals

Some non-local attendees did not come to northeast Florida primarily to see the tournament. These attendees were classified as “Coincidental”. Although no information was obtained on the off-site expenditures by these attendees, it could be argued that these visitors would probably not have remained in the area if the tournament had not occurred, and therefore it would be appropriate to count their on- and off-site expenditures for the analysis.

### Expenditures

Details on the estimation of on-site expenditures by different types of attendees and participants are provided in Table 3. In soliciting information on these expenditures, survey

**Table 3.** Estimated On-site Expenditures by Attendees and Participants of THE PLAYERS Championship Golf Tournament, May 2007.

Attendee Type Attendance/spending	Locals <sup>1</sup>	Non-locals				Grand Total <sup>4</sup>
		Primary <sup>2</sup>	Coincidental <sup>3</sup>	Participants	Total	
Attendees	38,536	31,545	4,692	1,265	37,502	76,038
Average Days Attended	2.49	3.36	3.22	5.86	3.43	<sup>5</sup>
Total Attendance Days	95,932	105,996	15,096	7,410	128,502	224,434
Avg. Spending per attendee-day	\$123.07	\$123.07	\$123.07	\$123.07	\$123.07	
Total Spending (dollars)	\$11,806,191	\$13,044,728	\$1,857,778	\$911,933	\$15,814,440	\$27,620,631
Percent Share	42.74%	47.23%	6.73%	3.30%	57.26%	100.00%

Source: PGA TOUR (Championship Management Division) and EventCorp Services Inc.

1. Local attendees' home residence was located in the seven county region of northeast Florida.
2. Primary attendees are non-local attendees whose primary purpose for traveling to the area was to attend the event.
3. Coincidental attendees are non-local attendees whose traveled to the area for some other reason than to attend the event.
4. Totals may not sum exactly due to rounding.
5. Computing average days attended for the Grand Total by dividing attendees into attendance days will not equal 2.755 because participants were not included in the survey sample.

respondents were asked to select from nine different spending brackets incurred per day for themselves and separately for others in their party. No information was requested on the type or nature of these on-site expenditures. EventCorp has a policy of adjusting average reported survey expenditures downward because they have found that with many types of events, respondents frequently confuse the difference between spending on themselves and others. In the case of THE PLAYERS Championship, however, average on-site expenditures were not adjusted because the composition of attendees to the tournament was not as family oriented as the type of events on which EventCorp based their adjustment procedure.

Based on survey results, on-site expenditures for all types of attendees averaged \$123.07 per day during the 2007 tournament. The average number of days attended for different types of attendees was available from the survey data. Primary non-locals attended the event for an average 3.36 days, compared to 3.22 days for Coincidental non-locals and 2.49 days for local attendees. Players, PGA TOUR associates and others participating in the event were estimated to have stayed an average 5.86 days at the event. Total on-site expenditures were estimated by multiplying the average daily expenditures by the average number of days attended for each type of attendee, then multiplying that product by the estimated number of attendees of each type, and then summing the type sub-totals.

On-site expenditures for the 2007 TPC event were estimated to total \$27.6 million (M) (Table 3). Non-local attendees and participants were responsible for 57 percent, or \$15.8 M, of total on-site spending. Local attendees contributed \$11.8 M, representing 43 percent of on-site expenditures. Primary non-local attendees were responsible for the largest share (47 percent) of on-site spending. Coincidental attendees contributed \$1.86 M or about 6.7 percent of total on-site expenditures. The remaining 3.3 percent, or \$0.91 M, in on-site spending came from players, caddies, officials, directors and their family and friends (Table 3).

The composition of on-site expenditures was not solicited in the survey questionnaire except with respect to whether they were incurred for “yourself” or “others with you”, for “food, beverage, admission, parking and merchandise”. For purposes of estimating the economic impacts, the \$27.6 M in on-site expenditures was equally divided between “Sporting Goods, Hobby, Book and Music Stores” (NAICS 451) <sup>4</sup>, “Food Services and Drinking Places” (NAICS

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<sup>4</sup> NAICS is the North American Industry Classification System: see <http://www.census.gov/epcd/www/naics.html> for details.

722) and "Spectator Sports" (NAICS 7112) equivalent industry sectors in the IMPLAN input-output model.

Data on off-site expenditures (away from the tournament venue) by non-local attendees were collected for spending on food at restaurants and food stores, as well as for retail shopping, transportation, other recreation, and lodging. The size and composition of these off-site expenditures for different types of non-local attendees are itemized in Table 4. Estimated off-site expenditures by all non-local attendees totaled slightly over \$60.4 M. Nearly 87 percent, or \$52.3 M of these expenditures were made by attendees who visited the area primarily to attend the tournament. Estimated off-site expenditures by non-local coincidental attendees' were based on the average number of days that this group attended the event (3.22). In comparison, off-site expenditures by primary non-local attendees were based on their average length of overnight stays (4.29 nights). Thus, off-site expenditures per coincidental attendee were estimated to equal to 75.06 percent ( $3.22 \div 4.29$ ) of those expenditures reported by primary non-local attendees. Non-locals who attended the tournament coincidentally contributed about \$4.9 M, or 8.1 percent, of total off-site expenditures.

Expenditures by players, caddies, rules officials, TV crews and PGA directors also contributed to the economic impact of the TPC, since they were visitors from outside the region. While the PGA TOUR was able to provide data on the number and length of stay for different types of participants, no specific data on their expenditures were available. An approximation of participant expenditures was made by multiplying average per-visit expenditures by primary non-local attendees by the ratio of participant's average length of stay over primary non-locals average length of stay, i.e.,  $5.86 / 4.29$  or 137 percent. With these data and estimates, total expenditures by participants for lodging, restaurants, retail stores, transportation and other recreation were estimated to equal \$3.22 M (Table 4).

**Table 4.** Estimated Off-site Expenditures by Non-local Attendees of THE PLAYERS Championship Golf Tournament, May 2007. <sup>1</sup>

Type of Attendee/Participant Expenditure Category	Expenditures per Attendee/ Participant	Number of Attendees/ Participants	Total Expenditures <sup>6</sup>
<b>Primary non-local attendees <sup>2</sup></b>			
Commercial lodging	\$550.94	19,726	\$ 10,868,054
Restaurants, bars and lounges	\$362.89	31,545	\$ 11,447,457
Food stores	\$228.59	31,545	\$ 7,211,027
Retail stores	\$289.36	31,545	\$ 9,127,908
Transportation	\$227.88	31,545	\$ 7,188,569
Other recreation	\$204.83	31,545	\$ 6,461,507
<b>Total</b>			<b>\$ 52,304,523</b>
<b>Percent of off-site expend.</b>			<b>86.6%</b>
<b>Coincidental non-local attendees <sup>3,4</sup></b>			
Commercial lodging	\$413.55	2,934	\$ 1,213,347
Restaurants, bars and lounges	\$272.39	3,718	\$ 1,012,627
Food stores	\$171.59	3,718	\$ 637,878
Retail stores	\$217.20	3,718	\$ 807,443
Transportation	\$171.05	3,718	\$ 635,891
Other recreation	\$153.75	3,718	\$ 571,576
<b>Total</b>			<b>\$ 4,878,762</b>
<b>Percent of off-site expend.</b>			<b>8.1%</b>
<b>Participants, Officials, Family and Others <sup>5</sup></b>			
Commercial lodging	\$752.92	1,265	\$ 952,443
Restaurants, bars and lounges	\$495.93	1,265	\$ 627,352
Food stores	\$312.40	1,265	\$ 395,184
Retail stores	\$395.44	1,265	\$ 500,234
Transportation	\$311.43	1,265	\$ 393,953
Other recreation	\$279.93	1,265	\$ 354,108
<b>Total</b>			<b>\$ 3,223,275</b>
<b>Percent of off-site expend.</b>			<b>5.3%</b>
<b>Total off-site expenditures by all non-locals</b>			<b>\$ 60,406,559</b>
			<b>100.0%</b>

Source: PGA TOUR (Championship Management Division) and EventCorp Services Inc.

1. Non-Local attendees' home residence was located outside the seven county region of northeast Florida.
2. Primary attendees are non-local attendees whose primary purpose for traveling to the area was to attend the event.
3. Coincidental attendees are non-local attendees who did not travel to the area primarily to attend the event.
4. Expenditures per coincidental non-local attendee were estimated to equal 75.06% of primary non-local expenditures based on the ratio of number of days stayed to number of nights stayed by primary non-locals which equals 3.22 / 4.29 or 0.7506
5. Expenditures by participants and tournaments affiliates were estimated to equal 137% of primary non-local expenditures based on the ratio of nights stayed, i.e., 5.86 / 4.29 .
6. Totals may not sum exactly due to rounding.



Expenditures by different classifications of attendees and participants are summarized in Table 5. Total expenditures by all types of attendees and participants to the 2007 TPC are estimated to be slightly over \$88 M. Approximately \$27.6 M or 29.7 percent of total expenditures took place on site. Off-site expenditures amounted to just over \$60.4 M, and represented 70.3 percent of total event expenditures. Expenditures originating from local attendees (those residing in northeast Florida) summed to nearly \$11.8 M, or 12.7 percent of total expenditures. Spending by non-local attendees and participants totaled over \$76.2 M for the 2007 event, equal to approximately 87.3 percent of all spending associated with the Tournament. This significant share of outside or new dollars is notable because such expenditures generate additional economic activity for the region through economic multiplier effects.

**Table 5.** Summary of Expenditures by Attendees and Participants at THE PLAYERS Championship Golf Tournament, May 2007.

<b>Category</b>	<b>Amount</b>	<b>Percent Share</b>
<b>On-site expenditures</b>		
by local attendees	\$11,806,191	12.7%
by nonlocal attendees & participants	\$15,814,440	17.0%
<b>Total on-site expenditures</b>	<b>\$27,620,631</b>	<b>29.7%</b>
<b>Off-site Expenditures</b>		
by primary non-local attendees	\$52,304,523	61.5%
by coincidental non-local attendees	\$4,878,762	5.2%
by non-local participants & others	\$3,223,275	3.5%
<b>Total off-site expenditures</b>	<b>\$60,406,559</b>	<b>70.3%</b>
<b>Total expenditures by locals</b>	<b>\$11,806,191</b>	<b>12.7%</b>
<b>Total expenditures by non-locals</b>	<b>\$76,220,999</b>	<b>87.3%</b>
<b>Total expenditures of all types</b>	<b>\$88,027,191</b>	<b>100.0%</b>

### **Economic Impacts**

To estimate the economic impacts of the Tournament on the seven county region of northeast Florida, an input-output model of the region was constructed using IMPLAN software and associated databases. This model included institutional sectors for households, state, local and federal government, and capital accounts which allows the estimation of social accounting matrices and multipliers. The expenditures calculated in Tables 2 and 3 were assigned to the appropriate IMPLAN sectors and entered into the impact analysis module of the software. The allocations of expenditures to IMPLAN sectors are shown in Table 6.

**Table 6.** Allocation of Attendee Expenditures to Industry Sectors for THE PLAYERS Championship Golf Tournament, May 2007.

Industry Sector	Sector Numbers		Expenditure Value Dollars
	IMPLAN	NAICS	
<b>Spending by locals</b>			
Sporting goods, hobby, & book stores	409	451	3,935,397
Spectator sports	472	7112	3,935,397
Restaurants, bars and lounges	481	722	\$3,935,397
<b>Sub-total</b>			<b>\$11,806,191</b>
<b>Spending by non-locals</b>			
Transit & ground passenger transportation	395	485	2,739,471
Food and beverage stores	405	445	8,244,089
Gasoline stations	407	447	2,739,471
Sporting goods, hobby, & book stores	409	451	10,489,272
Miscellaneous store retailers	411	453	5,217,793
Automotive equipment rental and leasing	432	5321	2,739,471
Spectator sports	472	7112	8,965,076
Amusement, gambling, & recreation	478	713	3,693,596
Hotels and motels, including casino hotels	479	7211	13,033,843
Food services and drinking places	481	722	18,358,916
<b>Sub-total</b>			<b>76,220,999</b>
<b>Total</b>			<b>\$88,027,191</b>

The first three columns of Table 6 show the economic sector name and numbers assigned to each expenditure category. The Expenditure Value column (column 4) shows the total expenditures estimated for each sector. It should be noted that transportation expenditures estimated from the survey were divided equally among three related IMPLAN modeling sectors; Transit and Ground Passenger Transportation, Automotive Equipment Rental and Leasing, and Gasoline Stations. Similarly, on-site expenditures were allocated equally between Spectator Sports; Sporting Goods, Hobby, Book and Music Stores; and Restaurants, Bars and Lounges. Since spending by local residents does not generate multiplier effects for the local economy, only the direct impacts resulting from these expenditures were included in calculating the total economic impacts.

A summary of the estimated economic impacts for THE PLAYERS Championship golf tournament is shown in Table 7. Output, value-added, labor income, other property type income, indirect business taxes and employment impacts are given in individual rows of the table. The table columns separate the local direct, non-local direct, indirect, induced and total economic

**Table 7.** Economic Impacts of Attendee Expenditures from THE PLAYERS Championship Golf Tournament, May 2007. <sup>a</sup>

Impact Type/Level	Units	Impacts originating from				
		Local Attendee Expenditures	Non-Local Attendee Expenditures			All Expenditures
			Direct	Indirect	Induced	
Output	\$ Million	9.36	58.47	17.56	66.09	151.47
Value Added		5.62	34.68	10.13	42.54	92.97
Labor Income		4.54	23.74	6.24	28.30	62.81
Other Prop. Type Income		0.29	6.23	3.01	11.20	20.73
Indirect Bus. Taxes		0.78	4.72	0.89	3.04	9.43
Employment	Jobs	172	972	158	660	1,962

<sup>a</sup> Total impacts equal the sum of direct, indirect and induced impacts. Value-added impacts equal the sum of labor income, other property type income, and indirect business taxes. Employment represents both full-time and part-time jobs.

impacts. Direct impacts are those directly attributable to the revenues generated by businesses that serve TPC attendees and participants, basically measuring the value of production or services. Direct impacts result from both local and non-local attendee expenditures, but only non-local expenditures generate indirect and induced impacts (multiplier effects). Indirect impacts count the expenditures made by directly impacted businesses to purchase inputs, and the increased output and purchases of their suppliers. Induced effects represent the economic impacts from the increased spending by households of employees and owners of directly and indirectly affected businesses. The total impacts are the sum of the direct, indirect and induced effects, and measures the complete impacts of TPC related expenditures as they filter through the regional economy. All results are stated in current (2007) dollars.

Output impacts represent the total value of sales or revenues for goods and services provided by the region's businesses during the TPC event. The direct output impacts generated by the tournament totaled \$67.83 M (\$9.36 M from expenditures by locals, plus \$58.47 M due to spending by non-locals) (Table 7). Indirect output impacts were equal to \$17.56 M. Induced output impacts were \$66.09 M. The total output impact of the Tournament for northeast Florida is the sum of the direct, indirect and induced output impacts, and is estimated to be \$151.47 M.

Value-added impacts represent labor income, business profits, other property related income and indirect business taxes that are generated directly and indirectly by event expenditures. The value-added impact of the 2007 TPC on northeast Florida was estimated to total \$92.97 M (Table 7). Labor income is the component of value-added that represents earnings by employees and proprietors of businesses impacted by the TPC event, and was

estimated to equal \$62.81 M. Impacts from the tournament on other property type income in northeast Florida were estimated to total \$20.73 M. Other property income consists of rents, royalties, interest, dividends, and corporate profits. Labor and other property type income combined are equivalent to personal income as reported by the Bureau of Economic Analysis. Thus the estimated impact of the event on personal income for northeast Florida represents about 0.17 percent of the total annual personal income for the region for 2005, in after adjusting for inflation (Table 1). Indirect business tax impacts are estimates of how much excise, property, and sales taxes, as well as business and licensing fees were generated as a result of the TPC. This does not include taxes on income or profits. It is estimated that the 2007 tournament generated approximately \$9.43 M in indirect business tax revenues within the region. Employment impacts estimate the number of full and part-time jobs created by an economic activity based on industry-average output per worker statistics. A total of 1,962 jobs are estimated to have been created through the direct, indirect and induced effects of the 2007 TPC for northeast Florida (Table 7). This number represents about 0.24 percent of all jobs in northeast Florida for 2005 (Table 1).

Looking at the distribution of impacts across the direct, indirect and induced effects, it is notable that indirect effects comprise less than 15 percent of the total impacts for all forms of economic impacts. This implies that expenditures by TPC attendees do not generate a large demand for material inputs, or conversely that TPC related sales are labor intensive or value-added in nature. Thus subsequent spending by business employees and proprietors generates most of the secondary impacts from the event.

More detailed economic impacts by two digit NAICS sector codes are provided in Table 8. The four largest two-digit NAICS sectors impacted by the Tournament in terms of total output were Accommodation and Food Services; Arts, Entertainment and Recreation; Retail Trade; and Government. The Accommodation and Food Services sector was the biggest beneficiary of the TPC event, garnering \$38.74 M or 25.6 percent of the total output impacts. Arts, Entertainment and Recreation came in second with \$18.5 M, followed closely by Retail Trade at \$17.1 M. Government was the fourth largest impacted sector in terms of output at \$11.4 M.

**Table 8.** Two-digit NAICS Aggregate Sector Impacts of Attendee Expenditures from THE PLAYERS Championship Golf Tournament, May 2007 (rank ordered by output impacts).

Industry (NAICS *)		Total Impacts											
		Output		Value-Added		Labor Income		Oth. Prop. Inc.		Indir. Bus. Tax.		Employment	
Number	Name	Million \$	Rank	Million \$	Rank	Million \$	Rank	Million \$	Rank	Million \$	Rank	Jobs	Rank
72	Accommodation & food services	38.74	1	20.92	1	13.32	1	4.92	2	2.67	1	670	1
71	Arts, entertainment & recreation	18.46	2	12.94	3	10.85	2	0.44	12	1.66	3	279	3
44-45	Retail trade	17.13	3	10.86	4	7.07	4	1.46	4	2.33	2	331	2
92	Government & non NAICS	16.22	4	14.56	2	8.98	3	5.01	1	0.57	6	139	4
53	Real estate & rental	8.07	5	4.69	5	1.62	10	2.47	3	0.60	5	48	11
23	Construction	7.82	6	3.72	7	3.15	6	0.52	8	0.05	15	70	7
62	Health & social services	6.99	7	4.21	6	3.67	5	0.49	11	0.05	14	82	5
52	Finance & insurance	6.05	8	3.33	8	1.87	9	1.30	5	0.17	7	34	12
54	Prof.- scientific & tech. svcs.	5.54	9	3.27	9	2.79	7	0.41	13	0.06	12	50	10
48-49	Transportation & Warehousing	5.22	10	3.14	10	2.31	8	0.70	6	0.12	10	74	6
42	Wholesale Trade	4.18	11	2.86	11	1.57	11	0.64	7	0.65	4	24	13
31-33	Manufacturing	3.56	12	1.08	15	0.71	15	0.34	15	0.02	16	13	14
81	Other services	3.34	13	1.82	13	1.31	13	0.36	14	0.15	8	58	8
56	Administrative & waste services	3.17	14	1.89	12	1.50	12	0.34	16	0.05	13	55	9
51	Information	3.16	15	1.36	14	0.73	14	0.51	9	0.11	11	12	15
55	Management of companies	1.55	16	0.94	16	0.69	16	0.24	17	0.01	17	8	17
22	Utilities	1.41	17	0.94	17	0.31	17	0.49	10	0.14	9	2	19
61	Educational services	0.51	18	0.30	18	0.27	18	0.02	19	0.01	18	11	16
11	Ag, Forestry, Fish & Hunting	0.28	19	0.14	19	0.07	19	0.07	18	0.00	19	3	18
21	Mining	0.07	20	0.01	20	0.01	20	0.01	20	0.00	20	0	20
<b>Total Impacts</b>		<b>151.47</b>		<b>92.97</b>		<b>62.81</b>		<b>20.73</b>		<b>9.43</b>		<b>1,962</b>	

\* NAICS is the North American Industry Classification System: see <http://www.census.gov/epcd/www/naics.html> for details.

The distribution of value added impacts across industry sectors is similar to output, with the same top four sectors, but is not quite as dominated by Accommodations and Food Services (Table 8). This sector captured \$20.9 M, or 22.5 percent of total value added impacts, compared to \$14.6 M for the Government sector, just under \$13 M for Arts, Entertainment and Recreation, and \$10.8 M for Retail trade. Because labor income comprises a little over two-thirds of value added impacts for this analysis, the distribution of these impacts are quite similar. The top four sectors are the same, except that Government and Arts, Entertainment and Recreation swapped places in rank. Again, Accommodation and Food Services captured the largest share of labor income impacts at \$13.3 M, or 21.2 percent of the total. Government captured the largest Other Property Type Income impacts at \$5 M or 24.2 percent of total impacts of this type. For indirect business taxes, the Accommodation and Food Services, and Retail Trade sectors generated the largest impacts at 2.67 M and \$2.33 M respectively. These three sectors generate over 70 percent of the Indirect Business Tax impacts associated with the TPC. Six-hundred and seventy jobs or nearly 34.1 percent of the total employment impacts associated with the TPC occurred in the Accommodation and Food Services sector (Table 8). The next largest employment impact occurred in Retail Trade, which captured 331 additional jobs (16.9 percent of the total) in the region. Arts, Entertainment and Recreation, and Government had the third and fourth largest employment impacts resulting from the Tournament.

Economic impact analysis provides a comprehensive assessment of how an industry or economic event affects a regional economy, beyond its direct impacts (gross revenues or sales). Not only can economic impacts be estimated for specific types of businesses and institutions in the region, but additional impacts (indirect and induced) can be estimated as these revenues filter out or multiply through the economy. This occurs as businesses purchase inputs and pay their employees, and as owner and employee households spend their earnings from those businesses. Output, value added, income and jobs are basic units for measuring economic activity. Estimating the size of these economic indicators makes it possible to evaluate and compare the impact of THE PLAYERS Championship Golf Tournament to the whole economy and other industries or sectors within that economy.

### A Comparison of 2005 and 2007 TPC Events

The same procedures were used to estimate the attendance, expenditures and impacts for the 2007 and 2005 TPC events so that the estimates from both events would be comparable. Attendance estimates for different types of visitors for each year are presented in Table 9. The percentage difference in attendance is shown in the far right column. Estimated overall daily attendance (tickets sold) increased by 14.4 percent for the 2007 event. This was due to an increase in both the number of unique attendees and the average number of days each attendee came to the event. Average days attended increase by 10 percent to 2.755, while the number of attendees grew by nearly 4 percent. Growth in attendance was almost exclusively due to greater numbers of primary non-local attendees who stayed overnight in commercial lodging, up 77 percent over 2005 levels. In contrast, attendance by local, coincidental non-local, and primary attendees who stayed with family or friends declined at the 2007 TPC.

**Table 9.** Comparison of Attendance Estimates by Residence, Purpose and Type of Stay for THE PLAYERS Championship Golf Tournament, Ponte Vedra, Florida, March 2005 and May 2007.

Statistic	2007 Estimated Attendance	2005 Estimated Attendance	2005-07 Percent Change
<b>Total Attendance (tickets sold)</b>	206,000	180,000	14.4%
<b>Average Days Attended</b>	2.76	2.50	10.2%
<b>Estimated Number of Attendees</b>	74,773	72,000	3.9%
<b>Place of Residence</b>			
Local (north-east Florida residents)	38,536	39,739	-3.0%
Non-local	36,237	32,261	12.3%
<b>Purpose (Non-locals)</b>			
Primary Purpose	31,545	25,735	22.6%
Coincidental	4,692	6,526	-28.1%
<b>Primary overnight stay</b>			
Stayed overnight in area	24,994	18,021	38.7%
Did not stay overnight in area	974	7,714	-87.4%
Average nights stayed	4.29	4.30	-0.3%
<b>Primary Type of Lodging</b>			
Stayed with family or friends	5,268	6,910	-23.8%
Stayed in commercial lodging	19,726	11,111	77.5%
<b>Coincidental non-local attendees</b>			
Who stayed overnight in area*	3,718	4,570	-18.7%
And lodged at commercial facilities *	2,934	2,818	4.1%
<b>Participants, officials, directors, &amp; TV crew</b>			
Average length of stay (nights)	1,265	1,267	-0.2%
	5.86	5.86	0.0%

\* Based on proportion estimated for primary non-locals

A comparison of estimated of on-site expenditures by different types of attendees for the 2005 and 2007 tournaments is provided in Table 10. To remove the effects of inflation, dollar values for the 2005 impacts were converted into 2007 dollars using the Consumer Price Index. Average on-site spending per-day increased from \$83.23 (in 2007 dollars) per attendee at the 2005 event to \$123.07 at the 2007 tournament. In real terms, this represents a 47.9% increase. Total on-site expenditures for the 2007 TPC event by all types of attendees increased, in real terms, by 76 percent over 2005 levels to \$27.6 M. On-site spending by non-locals at the 2007 event increased by 114 percent over 2005 event levels, while on-site spending by local attendees grew by 43 percent. Primary non-local attendees increased their onsite spending by 134 percent over 2005 levels.

**Table 10.** Comparison of Estimated On-site Expenditures by Attendees and Participants of THE PLAYERS Championship Golf Tournament, May 2007 and March 2005.

	2007 Estimated Spending	2005 Estimated Spending <sup>4</sup>	Percent Change
<b>By Locals<sup>1</sup></b>			
Total by locals	\$11,806,191	\$8,268,692	42.8%
Percent share by locals	42.7%	52.8%	
<b>By Non-locals</b>			
Total by primary non-locals	\$13,044,728	\$5,568,903	134.2%
Percent share by primary non-locals	47.2%	35.6%	
Total by coincidental non-locals	\$1,857,778	\$1,194,976	55.5%
Percent share by coincidental non-locals	6.7%	7.6%	
Total by participants etc.	\$911,933	\$617,730	47.6%
Percent share by participants etc.	3.3%	3.9%	
Total by non-locals (including participants)	\$15,814,440	\$7,381,611	114.2%
Percent by all non-locals	57.3%	47.2%	
<b>Total On-site Spending (all sources)</b>	<b>\$27,620,631</b>	<b>\$15,650,302</b>	<b>76.5%</b>

Source: PGA TOUR (Championship Management Division) and EventCorp Services Inc.

1. Local attendees' home residence was located in the seven county region of northeast Florida.
2. Primary attendees are non-local attendees whose primary purpose for traveling to the area was to attend the event.
3. Coincidental attendees are non-local attendees whose traveled to the area for some other reason than to attend the event.
4. Adjusted to May, 2007 dollars using the Consumer Price Index (CPI) for all urban consumers. <http://data.bls.gov/cgi-bin/surveymost?cu> , U.S. All items, 1982-84=100 - CUUR0000SA0



Changes in off-site expenditures for non-local attendees are presented in Table 11. After adjusting for inflation, overall off-site spending at the 2007 event increased by 45 percent above levels estimated for 2005. The types of spending by non-local attendees which experienced the largest increases were lodging, retail stores, and other recreation. Expenditures by non-locals on commercial lodging doubled over 2005 levels, and represented one-third of the additional \$18.7 M that non-locals spent off-site at the 2007 event.

**Table 11.** Comparison of Estimated Off-site Expenditures by Non-local Attendees of THE PLAYERS Championship Golf Tournament, May 2007 and March 2005.<sup>1</sup>

<b>Expenditure Category</b>	<b>2007 Total Expenditures (Dollars)</b>	<b>2005<sup>2</sup> Total Expenditures (Dollars)</b>	<b>2005-07 Percent Change</b>
Commercial lodging	\$ 13,033,843	\$ 6,512,796	100.1%
Restaurants, bars and lounges	\$ 13,087,436	\$ 10,426,582	25.5%
Food stores	\$ 8,244,089	\$ 6,050,775	36.2%
Retail stores	\$ 10,435,585	\$ 7,501,234	39.1%
Transportation	\$ 8,218,414	\$ 5,822,552	41.1%
Other recreation	\$ 7,387,191	\$ 5,297,693	39.4%
<b>Total off-site expenditures<sup>3</sup></b>	<b>\$ 60,406,559</b>	<b>\$ 41,611,632</b>	<b>45.2%</b>

Source: PGA TOUR (Championship Management Division) and EventCorp Services Inc.

1. Non-Local attendees' home residence was located outside the seven county region of northeast Florida.
2. Adjusted to May, 2007 dollars using the Consumer Price Index (CPI) for all urban consumers.
3. Totals may not sum exactly due to rounding.

Expenditure changes by different classifications of attendees and participants are summarized in Table 12. In real terms, estimated total expenditures by all types of attendees and participants at the 2007 TPC were nearly 54 percent greater than 2005 levels. On-site expenditures saw more growth than off-site expenditures, 76.5 versus 45.2 percent. As a result the share of total spending generated by on-site expenditures grew from 27.3 to 29.7 percent from 2005 to 2007, with a complementary decline in the off-site percentage. Expenditures by local attendees increased by 42.8 percent, while spending by non-locals grew by 55.6 percent. As a result the share of total spending contributed by non-locals increased in 2007 by approximately 1.7 percent.

**Table 12.** Comparison of Summary Expenditures by Attendees and Participants at THE PLAYERS Championship Golf Tournament, May 2007 and March 2005.

Category	2007 Amount	2005 <sup>1</sup> Amount	2005-07 Percent Change
<b>On-site expenditures</b>			
by local attendees	\$11,806,191	\$8,268,692	42.8%
by nonlocal attendees & participants	\$15,814,440	\$7,381,610	114.2%
<b>Total on-site expenditures</b>	<b>\$27,620,631</b>	<b>\$15,650,302</b>	<b>76.5%</b>
<b>Off-site Expenditures</b>			
by primary non-local attendees	\$52,304,523	\$34,303,224	52.5%
by coincidental non-local attendees	\$4,878,762	\$4,450,712	9.6%
by non-local participants & others	\$3,223,275	\$2,857,696	12.8%
<b>Total off-site expenditures</b>	<b>\$60,406,559</b>	<b>\$41,611,632</b>	<b>45.2%</b>
<b>Total expenditures by locals</b>	<b>\$11,806,191</b>	<b>\$8,268,692</b>	<b>42.8%</b>
<b>Total expenditures by non-locals</b>	<b>\$76,220,999</b>	<b>\$48,993,242</b>	<b>55.6%</b>
<b>Total expenditures of all types<sup>2</sup></b>	<b>\$88,027,191</b>	<b>\$57,261,934</b>	<b>53.7%</b>

1. Adjusted to May, 2007 dollars using the Consumer Price Index (CPI) for all urban consumers.

2. Totals may not sum exactly due to rounding.

Absolute and percentage changes in the total economic impacts of the 2007 and 2005 TPC events are shown in Table 13. All forms of economic impacts for the 2007 TPC were over 40 percent larger than those estimated for the 2005 event. The largest increases, 47 and 46.9 percent, occurred for output and indirect business tax impacts respectively. Total value-added impacts grew by 44.3 percent. Labor income total impacts increased by 43.4 percent. Total employment impacts grew by 40.3 percent between the 2005 and 2007 events. These changes represent real substantial growth in the economic significance of the TPC tournament for northeast Florida in 2007.

**Table 13.** Changes in Total Economic Impacts of Attendee and Participant Expenditures at THE PLAYERS Championship Golf Tournament, May 2007 and March 2005.

Impact Type/Level	Units	2007	2005 <sup>1</sup>	Change	Percent Change
Output	\$ Million	\$151.47	\$103.04	\$48.43	47.0%
Value Added		\$92.97	\$64.42	\$28.55	44.3%
Labor Income		\$62.81	\$43.79	\$19.02	43.4%
Indirect Business Taxes		\$9.43	\$6.42	\$3.01	46.9%
Employment	Jobs	1,962	1,398	564	40.3%

1. Adjusted to May, 2007 dollars using the Consumer Price Index (CPI) for all urban consumers.

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THE PLAYERS Economic Impact Report



Prepared for:  
Laurie Kopstad  
Visit Jacksonville  
&  
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St. Johns Tourist Development Council

Prepared by:  
Michael M. Binder, Ph.D.  
Andrew C. Hopkins, MPA

*May 30, 2015*

***METHODOLOGY***

Total Number of Completes: **578**  
Margin of error for the entire sample: +/- **4.07%**  
Population: **Adult Attendees at THE PLAYERS**

Average Completed Interview Length – **2 minutes**  
Event Dates – **May 5, 2015 to May 10, 2015**



# UNF Public Opinion Research Laboratory

The economic impact survey was conducted at the THE PLAYERS Championship (TPC) at Sawgrass in Ponte Vedra Beach, Florida. A total of 14 interviewers and 4 supervisors were used to conduct the intercept surveys. Each surveyor approached every other attendee; refusals were also tallied and factored to calculate the completion percentage of 23.6 percent. To ensure a representative sample, the surveying was conducted from 11:30 a.m. – 7:30 p.m., from Tuesday, May 5, through Saturday, May 9th, 2015. Due to rounding, some percentages in the tables below may not equal 100 percent. For information on methodology, you may reach Dr. Michael Binder at (904) 620-1205.

The economic impact data is based upon estimates from the percentage of adult visitors, from outside Duval County and St. Johns County, that were at least somewhat influenced to come to Jacksonville or St. Johns County because of TPC. The University of North Florida Public Opinion Research Lab (PORL) estimated the number of unique individual adult attendees to the event by multiplying the announced attendance for TPC in 2014 by the reported increase in attendance for 2015 (6% - provided by TPC staff). In addition to ticket purchasers, there were a small number of visitors who did not attend the event, but came to Jacksonville/St. Johns area with attendees. Of the approximately 89,925 unique individual attendees, we estimated that approximately 27,693 visitors were at least somewhat influenced to visit Jacksonville/St. Johns area as a result of the TPC. These unique attendee visitors from outside of Duval and St. Johns County contributed to an economic impact of approximately \$43.3 million. Duval County is estimated to have received a \$22.4 million economic impact, while St. Johns benefitted from an economic impact of \$20.9 million. The economic impact estimates were calculated by capturing the spending habits of both the attendee and non-attendee influenced visitors.

To further put this economic impact estimation into perspective, these event goers stayed an average of 2.75 nights in Duval and St. Johns County. Additionally, 65 percent of all event influenced visitors that spent at least one night in the Jacksonville/St. Johns area stayed in a hotel/motel for a total of approximately 27,000 room nights.

The economic impact from festivals and events only relates to new money introduced into the local economy by visitors from outside the community. Additionally, only visitors that are motivated to come to the community because of the event can have their economic contributions credited toward the event. In contrast, residents who spend money at local events may produce a short-term surge in the economy, but in actuality, this circulation of revenue is internal and would likely have been spent in the community eventually – even if it were spent in a different manner. These estimates do not include event related expenditures by the PGA, or the tour professionals playing in the event. Nor do these estimates consider any direct charitable contributions by the PGA or community benefit derived from the free national media attention from the extensive television coverage. Below we provide our estimations for direct expenditures from visitors and the overall impact that was based on a festival economic impact multiplier. Money injected into a local economy is like ripples in a pond: the initial splash spreads out across the city and provides benefit even to those who are not explicitly involved in the event.



# UNF Public Opinion Research Laboratory

## Economic Impact

	Unique Number of Attendees
Estimated Event Related Visitors in Duval County (including non-event attendees)	27,553
Estimated Event Related Visitors in St. Johns County (including non-event attendees)	11,808
Estimated Event Related Commercial Room Nights in Duval County	18,940
Estimated Event Related Commercial Room Nights in St. Johns County	8,117
Average Length of Stay in Commercial Room	2.99 Nights
Average Visitor Party Size per Room	1.96 People
Estimated Number of Visitors Staying in Commercial Lodgings in Duval County	12,415
Estimated Number of Visitors Staying in Commercial Lodgings in St. Johns	5,321
Estimated Direct Expenditure <sup>1</sup> in Duval County	\$14,016,197
Estimated Direct Expenditure <sup>1</sup> in St. Johns County	\$13,074,815
Festival Event Multiplier	1.6
Estimated Total Economic Impact <sup>2</sup> in Duval County	\$22,425,915
Estimated Total Economic Impact <sup>2</sup> in St. Johns County	\$20,919,705
Estimated Total Economic Impact <sup>2</sup> combined for Duval and St. Johns Counties	\$43,345,620
Average Event Related ADR	\$199.42

<sup>1</sup> The direct expenditure was estimated by calculating the total amount of out-of-town visitors multiplied by the number of days spent in Jacksonville times the average spending per day per visitor.

<sup>2</sup> The total economic impact was calculated using a regional festival event multiplier.



# UNF Public Opinion Research Laboratory

## Survey Results

### How many days are you attending the TPC?

	Visitors N = 194	Locals N = 377	Everybody N = 571
Mean	2.19	2.07	2.11

### Which type of ticket do you have?<sup>3</sup>

	N = 552
General Admission Daily	69.6%
Family Plan Daily	1.2%
Blue Room VIP Lounge	10%
Weekly Pass	4.3%
Benefactor	16.5%

<sup>3</sup> Total percentages may add up to more than 100% since individuals who come on multiple days can have different types of tickets.

### Are you a resident of Duval County or St. Johns County?

	N = 578
Duval County Resident	42.6%
St. Johns County	23.4%
Visitor	34.1%

### How many nights in total do you plan to spend in the Jacksonville/St. Johns area on this trip?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 173
Mean	2.75
Median	2

### What are your overnight accommodations?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 123
Hotel/Motel	65%
Private Home	22.8%
RV Park/Camping	3.25%
Renting Apartment or Condo	6.5%
Other	2.4%



# UNF Public Opinion Research Laboratory

**If staying in a hotel/motel: Where is your hotel/motel??**

**(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 79
Jacksonville (Jacksonville Beach, Atlantic Beach, Neptune Beach, and Baldwin)	69.6%
St. Johns (St. Augustine, Ponte Vedra)	30.4%

**How much is your hotel/motel room rate per night?**

**(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 79
Mean	\$199.42
Median	\$150

**Including yourself, how many adults are staying in your hotel room?**

**(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 79
Mean	1.96
Median	2

**What primary mode of transportation did you use to travel to Jacksonville/St. Johns area?**

**(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 76
Personal Car	70.5%
Rental Car	11.4%
Airplane	17.6%
Other	0.6%

**What is the primary mode of transportation you are using to get around Jacksonville/St. Johns area during your stay?**

**(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 174
Personal Car	72.4%
Rental Car	23%
Taxi	.6%
Public Transportation	2.9%
Other	1.2%

**How much do you estimate that you will spend for yourself alone per day in Jacksonville/St. Johns area specifically at TPC (not including tickets)?**

**(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 171
Mean	\$112.93
Median	\$100





# UNF Public Opinion Research Laboratory

**How much do you estimate that you will spend for yourself alone per day in Jacksonville on Restaurants, Bars, Clubs, etc.?**

**(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 171
Mean	\$84.80
Median	\$50

**How much do you estimate that you will spend for yourself alone per day in Jacksonville/St. Johns on Groceries?**

**(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 171
Mean	\$11.43
Median	\$0

**How much do you estimate that you will spend for yourself alone per day in Jacksonville/St. Johns on Shopping?**

**(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 171
Mean	\$45.13
Median	\$0

**How much do you estimate that you will spend for yourself alone per day in Jacksonville/St. Johns on Amusements and Attractions?**

**(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 171
Mean	\$7.11
Median	\$0

**How many adults are traveling with you that are NOT coming to TPC?**

**(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 176
Mean	.43
0	75.6%
1	11.4%
2	9.7%
3	2.3%
4	.6%
More	.6%



# UNF Public Opinion Research Laboratory

**Do you have an idea on average how much money they are spending, per person, per day?  
(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 12
Mean	\$128.75
Median	\$122.50

**Would you say that the TPC event:  
(Visitors at the TPC)**

	N = 195
Was the main reason for your visit to Jacksonville	83.1%
Influenced your visit, but was not the main reason for your visit to Jacksonville	7.18%
Did not influence your decision to visit Jacksonville	9.74%

**Is this the first time you have been to THE PLAYERS Championship at Sawgrass?**

	N = 196
Yes	50%
No	50%

**Because of your experience at TPC, how likely are you to come back to Jacksonville or St. Johns?**

**(Visitors at the TPC)**

	N = 194
Very Likely	82.5%
Somewhat Likely	12.4%
Somewhat Unlikely	2.1%
Very Unlikely	3.1%

## Demographics for all Respondents

**What is your age?**

	N = 576
18 – 24	7.8%
25 – 44	31.1%
45 – 64	43.1%
65 or Above	18.1%



# UNF Public Opinion Research Laboratory

## Which category best describes your household's yearly income?

	N = 524
Less than \$25,000	3.8%
\$25,000 - \$50,000	9.7%
\$50,000 - \$75,000	15.3%
\$75,000 - \$100,000	20.2%
Above \$100,000	51%

## Which category best describes the highest level of education that you completed?

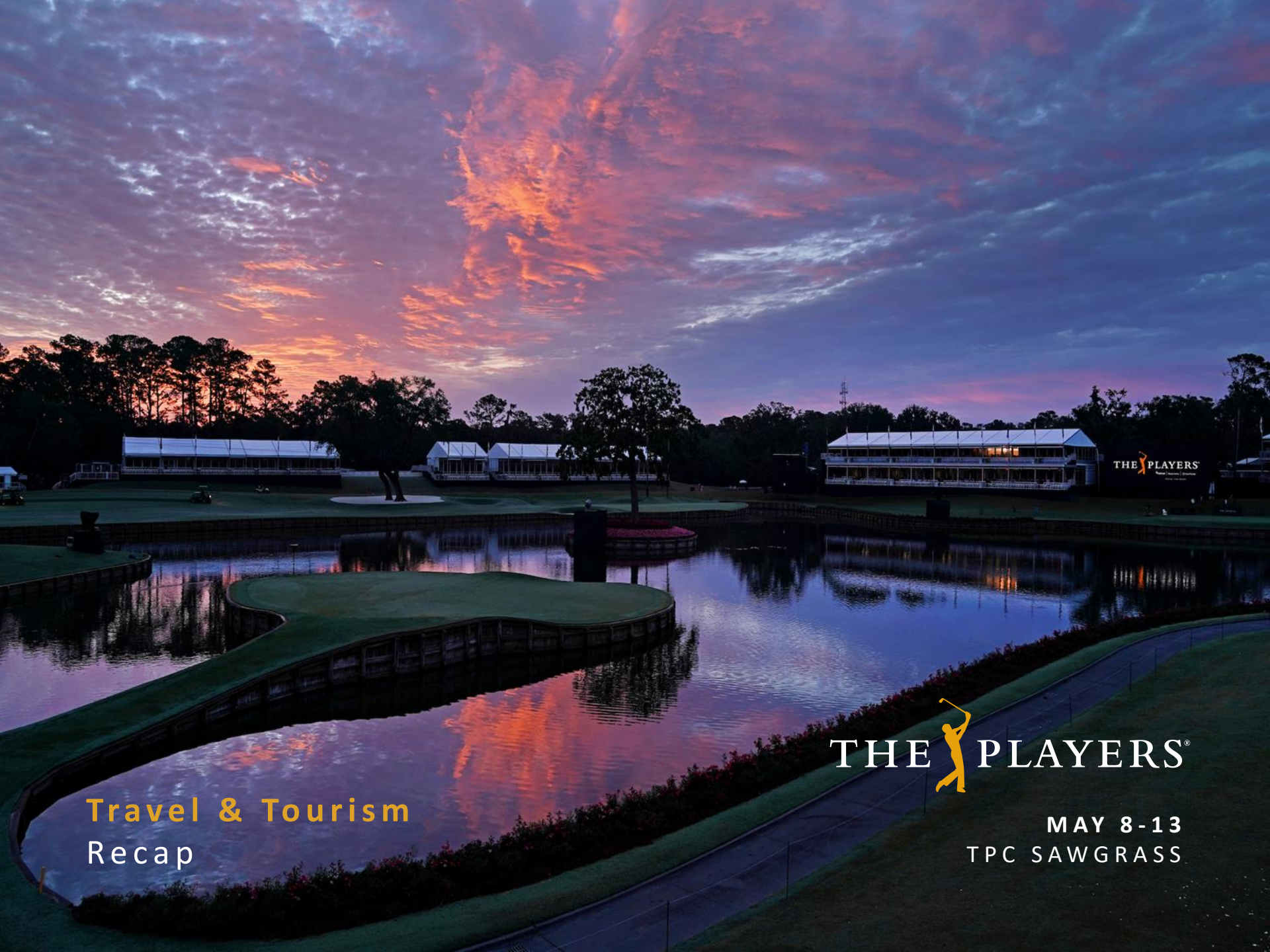
	N = 574
Less than High School	.7%
High School Graduate	7%
Some College	17.9%
College Graduate	41.6%
Graduate Degree	32.8%

## What is your Home Zip Code?

	Visitors N=196	Everybody N = 571
Florida	46.4%	80.9%
Out of State	43.9%	15.8%
Out of Country	9.7%	3.3%

## Gender of the respondent

	N = 578
Male	68.2%
Female	31.8%



Travel & Tourism  
Recap

THE  PLAYERS<sup>®</sup>

MAY 8-13  
TPC SAWGRASS

THE  PLAYERS<sup>®</sup>

# Executive Summary

## Tournament Overview

- Over **200,000** fans in attendance at THE PLAYERS 2018
- International and national travel to THE PLAYERS continues to increase
- Over **58%** of tickets purchasers were from outside the 5-county area
- **33.7** – Total number of tournament competition hours broadcasted on NBC/Golf Channel
  - **28 Million** – Total domestic views of the NBC/Golf Channel broadcast
  - **90 Minutes** – Average tune-in time of the NBC/Golf Channel broadcast
- **923** – Total media staff members representing 195 media outlets and representing 21 countries
- **Golf Channel**
  - First round coverage tied for the highest rated first round for THE PLAYERS ever.
  - **10.7 Million** – Viewers Tuned in to “Live From” and “Morning Drive” on Golf Channel (up from 8.9 million in 2017; 20% increase YOY)
  - On Golf Channels’ digital platforms, the final Round stream saw **12.5 million** minutes consumed (+194% YOY).



# Executive Summary

## International Reach

- **1 billion** – Total households outside the United States that receive the broadcast of THE PLAYERS
- **226** – Total number of countries and territories (outside the United States) that receive the broadcast of THE PLAYERS
- **7** – Number of international media partners that rebranded/dedicated their channels to THE PLAYERS for the entire tournament week:
  - Sky Sports
  - CMore (Sweden)
  - Golf Network (Japan)
  - PCCW (Hong Kong)
  - Golf Channel (Thailand)
  - Fox Sports (Australia)
  - OSN (Middle East)
- **17** partners on-site with production presence
  - 2 producing full telecasts
  - 5 working from International Media Broadcast Village
  - 10 working from Media Center filing daily stories
- THE PLAYERS 2018 was broadcasted in **23 languages**



# Executive Summary

## National Reach



- **Television**
  - National and international advertising started in October 2017
- **Digital**
  - PGATOUR.com (website and email)
  - PGA TOUR LIVE
  - THE PLAYERS Championship (website and email)
  - FORTUNE (Tablet and Banners)
  - Golf Digest (Banners and Email)
  - USA TODAY (Takeover and Banners)
  - PGA TOUR and THE PLAYERS Social Media
    - Facebook
    - Twitter
    - Instagram
- **Out-of-Home**
  - SiriusXM
  - Paradies Posters
  - TPC Cart Signs
- **Public Relations**
  - Garnered news coverage in nationally known publications such as:
    - New York Times
    - Billboard.com
    - THE PLAYERS TRIBUNE
    - Haute Living

# Travel & Tourism Campaign Overview

- The 2018 Tourism & Travel campaign focused on **17** national, and **32** international, target markets
- Contributing partners to the advertising and PR budget include:
  - Duval County TDC / Visit Jacksonville - \$225,000
  - Florida's Historic Coast - \$25,000
  - THE PLAYERS
    - National Advertising (Digital & TV)
    - National PR – FleishmanHillard and the PGA TOUR
    - International Advertising (Digital & TV) THE PLAYERS leveraged assets with media partners to promote travel:
      - NBC
      - Golf Channel
      - PGA TOUR Media
      - Golf Digest
      - USA Today
      - Wall Street Journal

- Broadcast Mentions: **50**
  - Ponte Vedra Beach – 15
  - Jacksonville – 10
  - Northeast Florida – 6
  - World Golf Hall of Fame – 6
  - Jacksonville Beach – 5
  - First Coast – 4
  - St. Augustine – 3
  - Ponte Vedra – 1





# Broadcast Footage

## Duval County

“TPC Sawgrass is just about 20 minutes southeast of Jacksonville. So much to do especially outdoors, you have the ocean of course but so much more, 14 craft breweries here, great dining. A destination for those looking to take advantage of weather and their park system here, museums everywhere, EverBank field for the Jags, lots to do here. And this week it's all about THE PLAYERS Stadium Course and the best field in golf.”

“1 mile west of the Atlantic Ocean, 25 miles south of Jacksonville, it is the home of the PGA TOUR...”



# Broadcast Footage

## Duval County

“TPC Sawgrass just about 20 minutes southeast of downtown Jacksonville a young and vibrant city median age about 35. You've got everything to do there. The EverBank stadium, catch the Jags and a center for the arts as well. Outdoors too. You can get outdoors and certainly take advantage of the weather.”



# Broadcast Footage

## Duval County

“Not far from Jacksonville Florida, Stadium course, it’s a great destination for those looking for outdoors, it’s a foodie destination. All sorts of great restaurants, local dining gems all over the city. Local parks again you can explore. The beautiful nightlife down by the water. There aren't many better cities to check out than that. And a live shot of the beach out there, the Atlantic Ocean just about a mile away from the Stadium Course. 125 miles of pristine beaches. Lots to do out there. Paddle boarding, surfing, boating, fishing they've got it all here in the Jacksonville area in Ponte Vedra Beach.”



# National PR

## Thrillist & Players Tribune

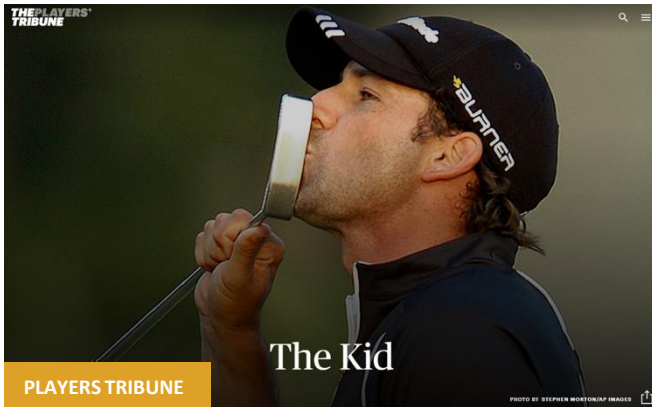
- Overall National PR Value: **\$96.4 Million**

TRAVEL

### THIS SECRET GEM ON THE COAST IS ACTUALLY GETTING COOL AGAIN



By MATT MELTZER  
Published On 08/03/2018  
@mmeltzer



DREW SWANTAK/TED MCGRATH/THRILLIST

# National PR

## AOL, Billboard, The Chive & New York Times

- Overall National PR Value: **\$96.4 Million**

**tee time**  
**THE PLAYERS CHAMPIONSHIP**

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**billboard** CHARTS NEWS VIDEO PHOTOS BUSINESS **BILLBOARD**

Safe Driving Bonus<sup>SM</sup> only from Allstate. [Learn More](#)

**Luke Combs Talks Players Championship/Military Appreciation Day Appearance: 'It's an Honor'**

5/10/2018 by Chuck Deaglin

**AT&T Fiber**

**The New York Times**

**WEALTH MATTERS**  
*From Super Bowl to David Bowie, V.I.P. Treatment Awaits*

**NYT**

the V.I.P. area outside the TPC Sawgrass clubhouse on Thursday for the Players at Ponte Vedra, Fla. Tickets for the luxury package to the event are \$6,000 and are... Charlotte Keel for The New York Times

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**SPORTS**

**Make a splash with 17th hole facts from THE PLAYERS Championship (10 Photos)**

By: Drew  
In: Sports  
May 10, 2018

**THE PLAYERS**

# Influencer Program

## Tier 1 – The F2 Freestylers

- Soccer Trick Shot Performers| United Kingdom)
- Average Engagement: **60,213** likes per posts
- Handles:
  - @thef2
- Followers
  - Instagram: **5M** Followers
  - Twitter: **348K** Followers
  - Facebook: **3.2M** Followers
  - YouTube: **7.6M** Followers
- Tournament Week:
  - **5** Facebook posts
  - **22** Instagram stories
  - **6** Instagram posts
  - **2** Twitter posts
  - **1** YouTube video



# Influencer Program

## Blog Cabin – #TheClub

- **#TheClub House**

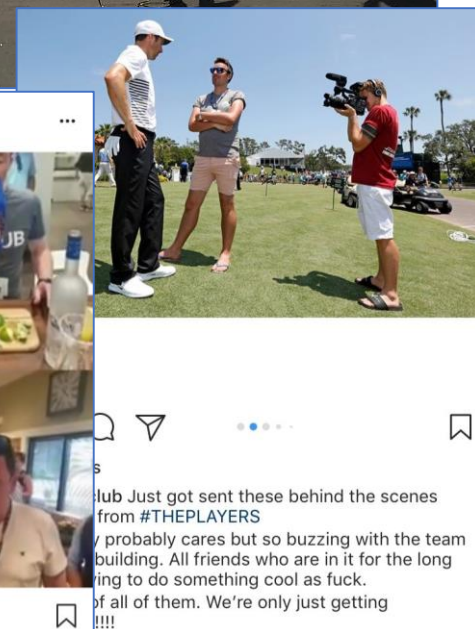
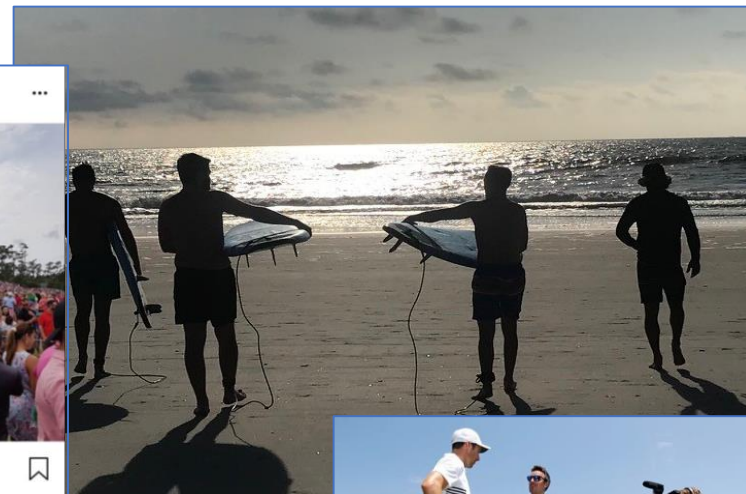
- UK Golf Media
- Attendees:
  - James Baldwin
  - Ben Warburton
  - Beth Roberts
  - Mike Jewell
  - Ryan Curtis

- Followers:

- Twitter: **102K**
- Instagram: **4K**
- YouTube: **1.3K**

- Results:

- **14** Instagram posts
- **31** Instagram stories
- **10** Twitter posts
- Average Engagement: **39**
- Average Engagement with Views: **3,951**



# Duval County STR Report

Duval County May 10-14 2017 vs. 2018						
Occupancy						
	Wednesday	Thursday	Friday	Saturday	Sunday	Average
2018	89.10%	89.50%	88.00%	85.00%	62.60%	82.84%
2017	88.60%	86.40%	88.00%	87.10%	59.70%	81.96%
% of change	0.6%	3.6%	0.0%	-2.5%	4.8%	1.3%
ADR						
	Wednesday	Thursday	Friday	Saturday	Sunday	Average
2018	\$126.41	\$127.70	\$127.11	\$122.40	\$101.36	\$121.00
2017	\$120.50	\$119.57	\$118.87	\$116.04	\$95.47	\$114.09
% of change	4.9%	6.8%	6.9%	5.5%	6.2%	6.1%
RevPAR						
	Wednesday	Thursday	Friday	Saturday	Sunday	Average
2018	\$112.60	\$114.34	\$111.83	\$104.00	\$63.46	\$101.25
2017	\$106.74	\$103.31	\$104.63	\$101.09	\$57.01	\$94.56
% of change	5.5%	10.7%	6.9%	2.9%	11.3%	7.5%
Rooms Sold						
	Wednesday	Thursday	Friday	Saturday	Sunday	Total
2018	16,167	16,252	15,968	15,422	11,363	75,172
2017	16,078	15,681	15,975	15,811	10,838	74,383
% of change	0.6%	3.6%	0.0%	-2.5%	4.8%	1.3%
Room Revenue						
	Wednesday	Thursday	Friday	Saturday	Sunday	Total
2018	\$2,043,703	\$2,075,352	\$2,029,735	\$1,887,679	1,151,709	\$9,188,178
2017	\$1,937,367	\$1,874,998	\$1,898,974	\$1,834,733	1,034,705	\$8,580,777
% of change	5.5%	10.7%	6.9%	2.9%	11.3%	7%



# Digital Campaign

**LIVE THE MOMENT**

TICKETS START AT \$20  
KIDS IN FREE

PARKING MUST BE PURCHASED IN ADVANCE.  
FOUR OR MORE PARK FOR FREE  
WITH A PARKING VOUCHER.

MAY 8-13  
THEPLAYERS.COM

THE PLAYERS OPTUM Morgan Stanley Grant Thornton

**OWN THE MOMENT**

TICKETS START AT \$20  
KIDS IN FREE

PARKING MUST BE PURCHASED IN ADVANCE.  
FOUR OR MORE PARK FOR FREE  
WITH A PARKING VOUCHER.

MAY 8-13  
THEPLAYERS.COM

THE PLAYERS OPTUM Morgan Stanley Grant Thornton

**THE PLAYERS®**

OPTUM | Morgan Stanley | Grant Thornton

PROUD PARTNERS

MAY 8-13 | THEPLAYERS.COM/TICKETS

**OWN THE MOMENT**

SI WOO KIM  
2017

TICKETS START AT \$20  
KIDS IN FREE

PARKING MUST BE PURCHASED IN ADVANCE.  
FOUR OR MORE PARK FOR FREE  
WITH A PARKING VOUCHER.

THE PLAYERS OPTUM Morgan Stanley Grant Thornton

PROUD PARTNERS

MAY 8-13 THEPLAYERS.COM

- **Target Markets**

- **Tier 1:**

- Atlanta
- Charlotte
- Miami/Ft. Lauderdale
- Orlando
- Tampa

- **Tier 2:**

- Nashville
- Philadelphia
- Savannah
- Washington D.C.
- Tallahassee

- **Tier 3:**

- Boston
- Charleston
- Columbia
- Chicago
- Dallas
- Houston
- Ft. Myers / Naples

- **International:**

- Toronto

- **Methods**

- Assembly Programmatic - Display
- Assembly Programmatic - Video
- Television

# Television Campaign

- **Target Markets**

- Atlanta
- Charlotte
- Miami/Ft. Lauderdale
- Nashville
- Orlando
- Philadelphia
- Savannah
- Tampa
- Washington D.C.



# Promotions

- **Media Outlet**
    - theSkimm
  - **Target Market**
    - National
  - **Package Details:**
    - 2 Weekly Tickets to THE PLAYERS Championship - Benefactor
    - Behind the Scenes Tour for two people (Wednesday)
    - Weekly Parking Pass
    - Round-trip flight for two to JAX
    - Hotel Room at The Collector (Wednesday to Monday)
    - Rental car for the week (Wednesday to Monday)
    - \$300 Mastercard Gift card
    - Two pairs of Oakleys
  - **Send Date:** 4/5/18
  - Total Entries: **15,543 total entries**
- **Media Outlet**
    - WBEN FM - Philadelphia
  - **Target Market**
    - Philadelphia
  - **Package Details:**
    - Flight for two to Jacksonville, FL
    - 5-night Hotel Tickets to THE PLAYERS
    - Parking at THE PLAYERS
    - Behind the Scenes Tour
  - **Media Outlet**
    - WYAY - Atlanta
  - **Target Market**
    - Atlanta
  - **Package Details:**
    - Flight for two to Jacksonville, FL
    - 5-night Hotel Tickets to THE PLAYERS
    - Parking at THE PLAYERS
    - Behind the Scenes Tour

# THE PLAYERS 2019 Campaign

## Target Market and Demographics

- **Target Markets**
  - **Tier 1:**
    - Atlanta, GA
    - Miami/Ft. Lauderdale, FL
    - Orlando, FL
    - Tampa, FL
    - Savannah, GA
  - **Tier 2:**
    - Nashville, TN
    - Ft. Myers/Naples, FL
    - West Palm Beach, FL
    - Charleston, SC
    - Mobile-Pensacola, FL
    - Tallahassee, FL
    - Charlotte, NC
  - **Tier 3:**
    - Columbia, SC
    - Chicago, IL
    - Boston, MA
    - Washington, DC
    - Philadelphia, PA
- **International:**
  - Toronto
  - Montreal
  - Birmingham
  - Bradford
  - Leeds
  - Liverpool
  - London
  - Manchester
  - Oxford
- **Mediums**
  - Television
  - Digital
  - Promotions
  - Public Relations
- **Target DMAs**
  - Core Golf Fans
  - Sports Socialites
  - Millennial Golf Fanatics

# Travel & Tourism Partners

